

# Consumer Reports

"FACTS YOU NEED  
BEFORE YOU BUY"

VOL. 8, NO. 3

*Published Monthly by Consumers Union*

MARCH 1943



MAKING SHOES  
LAST LONGER

MEN'S SHIRTS:  
WHITE & KHAKI

CANNED PEARS

HAND CLEANERS

HEARING AIDS

HOME LAUNDRY  
MADE SIMPLER

STRETCHING  
YOUR BUTTER

SOY BEANS  
IN THE DIET

# They're in the Army Now

1950  
1951  
Paley  
(X) I have entered the armed forces, and don't do ~~much~~ <sup>any</sup> buying.

( ) ~~Other reasons:~~ The above reason is my only reason, otherwise I most assuredly would renew my subscription. I hope you hear from me again after the war. So long now.

Not all members of Consumers Union stay in the organization year after year. And when we have to drop members from the files because they fail to renew, we wonder why.

So last month, we sent a letter to some of our ex-members, asking the reason. We wrote:

" . . . Thousands of our members have written us that the material which Consumers Union sends out is something they don't like to think of doing without. They keep telling us that they are able to save many times the subscription price through following CU's recommendations. . . .

"Perhaps you don't share this view. Perhaps a vocal group of enthusiasts has obscured the thoughts of a less vocal and less enthusiastic group. If that's so, we'd like to remedy it. Won't you help us?

" . . . Won't you give us the benefit of your criticism by telling us why you haven't renewed?"

We were hardly surprised to find that a goodly percentage of those who had not renewed, checked as the reason: "I have entered the armed forces, and don't do much buying." But some of the comments of former CU members now in, or about to enter the Army, the Navy or the Marines are worth passing on. Here are a few:

"I really am one of your more vocal enthusiasts;

but my husband is entering the armed forces and I may join the WAACS. However, if my plans change, I'll surely subscribe again."

"I think Consumers Union is doing very excellent work, but as you can see, I won't be requiring it until after the duration. Carry on. Best of luck."

"Thank you for your thoughtfulness in writing to me. After this war is over, I shall gladly renew my subscription to CU."

"I think CU is a wonderful magazine and I would not hesitate to renew my subscription. . . . After the war is won, I expect to renew."

"I agree thoroughly with your 'vocal group of enthusiasts'. CU fills a real need. Keep up the good work."

"When this is all over, I intend to continue my subscription. I have always been satisfied with Consumers Union."

"The above reason is my only reason, otherwise I most assuredly would renew my subscription. I hope you hear from me again after the war. So long now."

So long to you, soldier, and to our other members in the service. You may be sure we'll give you a hearty welcome when the war is won. And meanwhile, we'll try to keep CU the kind of organization you want it to be.

**CONSUMERS UNION** is a non-profit organization chartered under the Membership Corporation Laws of New York State. Its purpose is to furnish unbiased, usable information to help families meet their buying problems, get their money's worth in their purchases, develop and maintain an understanding of the forces affecting their interests as consumers. Consumers Union has no connection with any commercial

interest and accepts no advertising; income is derived from the fees of members, each of whom has the right to vote for candidates to the Board of Directors. More than 70 educators, social workers and scientists sponsor Consumers Union and a national advisory committee of consumer leaders contributes to the formulation of policy (names of the members of the committee will be furnished on request).

**CONSUMER REPORTS** each month gives comparative ratings of a variety of products based on tests and expert examinations, together with general buying guidance, information on medical and health questions, and news of happenings affecting the consumer's interest. The Reports is the manual of informed and efficient consumers the country over.

**THE BUYING GUIDE** (published as the December issue of the Reports) each year brings together information from all the preceding issues with new material and special buying advice. Pocket-size, 384 pages, with ratings of several thousand products, the Buying Guide is an invaluable shopping companion. Every member gets a copy of the Guide with his membership.

**BREAD & BUTTER** reports each week on new and predicted price and quality changes in consumer goods, interprets Washington legislation as it affects consumers, reports government regulations and actions on the consumer front, advises on food buying and preparation.

**SUBSCRIPTION FEES** are \$4 a year, which includes subscription to the Reports and Buying Guide and Bread & Butter; \$3.50 without Bread & Butter (for foreign and Canadian memberships add 50¢). Reduced subscription rates are available for groups of 10 or more (write for details). Library rates, for the Reports and Bread & Butter

without the Buying Guide issue, are \$3.50; for the Reports alone, \$3.

Membership involves no obligation whatsoever on the part of the member beyond the payment of the subscription fee. Convenient order forms for renewing subscriptions or entering new ones are found at the back of each issue.

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## What Can I Do?

A great many people are, to put it mildly, thoroughly disgusted with the recent behavior of members of Congress: their surrender to the commercial farm bloc; their ranting about devotion to the public while they work overtime to wreck living standards; their damning of the President because he takes his job seriously and tries to provide leadership in a time of crisis, while they happily accept the dictation of a handful of high-priced lobbyists.

Letters coming to Consumers Union from all parts of the country show that disgust is turning to anger, and anger into a demand for action. The big question is: "What can I do?" The answer, in a word, is "Organize."

There are countless ways of organizing; to those who are asking what they can do right now, here's one suggestion: start a "Congress Club." It might be done in this way. Get together a few people in your neighborhood—men and women who "want to do something about it." Plan with them a larger meeting to which each will invite neighbors and friends. Bring into this meeting facts about your representatives in Congress—a record of recent votes, statements in the press, copies or excerpts of their speeches. (The best source of this information is the Congressional Record, \$1.50 a month from Sup't of Documents, Washington.)

Try to get your Club planned at the first meeting. Decide how often you want to hold meetings and where; what the dues should be; what committees you will need (one to study and report on current legislation, for example; one to correspond with your representatives; one for publicity and organizing; one to keep a permanent record of how each representative votes, etc.).

The next step is a public launching of the Club at a meeting in a school, church or other community center. Invite everybody. Get publicity for the meeting through existing organizations, newspapers, posters, bulletin board notices, telephone calls, even door-to-door calls.

The public meeting might well center on a discussion of recent activities of Congress as they affect the people in the audience, the community, the nation and the war effort. With the aid of a big chart, present the voting records of your representatives in Congress. Pass resolutions to be sent to your representatives and the press.

During the meeting, tell about the plans for the Congress Club, pass out membership cards, get as many as possible to join on the spot.

Make sure each member writes his Representatives and Senators, at or after each Club meeting. Check on the letter-writing at the meetings. In fact, it won't hurt to have paper, envelopes and stamps right there.

Above all, let your representatives know you have organized, that you plan to watch every vote and every speech, that your votes in the next election will be determined by their records. If they send you sweet sentiments and then vote against your interests, see that they're swamped with protests. When important issues are coming up for action, arrange for telephone and house-to-house campaigns to get hundreds of telegrams, letters and postcards sent.

Bring in new members constantly. Help get new Congress Clubs started. Urge existing organizations to set up "Congress Committees."

The foregoing is just one possibility for organization which may work well in your community. But however the job of organization is done, the important thing is to do it.

# Consumer Reports

"FACTS YOU NEED BEFORE YOU BUY"

"Because it was established for the very purpose of aiding families to buy wisely, to avoid waste and to maintain health and living standards, and because it is the largest technical organization providing such guidance, Consumers Union recognizes a special responsibility to the nation. In full awareness of that responsibility, we pledge ourselves to do everything in our power to help Americans as consumers make the greatest possible contribution to the national need."—FROM A RESOLUTION ADOPTED ON DECEMBER 10, 1941, BY THE DIRECTORS.

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# REPORTS ON PRODUCTS

SPECIAL CONSULTANT: Gerald Wendt; CHIEF TECHNICIAN: Sidney Wang

Ratings of products represent the best judgment of staff technicians or of consultants in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Even with rigorous tests, interpretation of findings is a matter on which expert opinion often differs. It is Consumers Union's pledge that opinions entering into its evaluations shall be as free from bias as it is possible to make them.

## MEN'S SHIRTS

*The shirts you buy in retail stores this year cost you more because of both higher price and poorer construction; be sure you inspect shirts carefully before you buy*

CU has enlarged the scope of its tests on men's shirts this year to include, in addition to white broadcloth, the khaki army shirts sold in retail stores. The results in both categories are not encouraging.

A comparison of this year's data on 24 brands of white broadcloth shirts with last year's tests follows a familiar pattern. As CU has found with such other textiles as sheets, men's knit shorts, and men's woven shorts, construction is now much worse and inspection has become slipshod; material has remained much the same, but prices have gone up.

Twelve of 49 samples tested were skimmed in the yoke from over  $\frac{1}{2}$  inch to one inch; 10 more were skimmed one inch or more in this dimension. Eighteen shirts were skimmed in the chest from over  $\frac{1}{2}$  inch to one inch; in 11 others the chest measurement was skimmed at least one inch. Seven were skimmed in the armhole opening from  $\frac{1}{2}$  inch to one inch; two others were skimmed at least one inch. In the neckband and sleeve measurements, over-size dimensions are almost as objectionable as under-size. Eight shirts were off from  $\frac{1}{2}$  inch to one inch; two were off one inch or more in the sleeve. Fifteen shirts had neckband measurements  $\frac{1}{4}$  inch or more too large; four measured  $\frac{1}{4}$  inch or more too small.

For average size or smaller men within each size group this skimping will not affect wearability. But any skimping will affect the durability of a shirt worn by a man larger than average for the size purchased, and

oversizing of collars and sleeves causes discomfort and sloppy appearance.

As for the way the shirts CU purchased had been inspected, ten had sufficient defects in the material used to class them as "seconds." Be sure to inspect carefully before you buy.

In spite of these various indications of poorer quality, 16 of the 20 brands of white broadcloth shirts tested last year and retested for this report showed price increases ranging from 4¢ to 75¢ per shirt. CU tested white broadcloth shirts ranging in price up to about \$2.50, since this price range covers most sales.

### FABRIC

The quality of broadcloth is determined to a large extent by its thread count (number of threads per inch). Other properties being equal, a higher count generally means better fabric and a lower count, poorer fabric. Three of the shirts which CU tested had thread counts of 160 to 170 in the warp (lengthwise direction) and about 80 in the filling (crosswise). The fabric in these shirts was considerably above average. A good broadcloth should have a count of from 144 to 150 in the warp and from 76 to 80 in the filling as the material comes from the loom. Seven of the brands tested were made of this kind of cloth. A medium quality broadcloth should have a warp count of 130 to 140 and a filling count of 60 to 68. Ten of the brands tested were so made. Low quality broadcloth, generally used on "competition" merchandise, ranges from 100

to 116 in the warp, from 56 to 60 in the filling. Only four of the shirts tested had fabrics of this quality.

Broadcloth varies also in the ply of the threads used. "2x2" broadcloth has two ply threads—two threads twisted together—making up both warp and filling. A "2x1" cloth has 2-ply threads in one direction and one ply in the other, while "1x1" has 1 ply yarns in both directions. Most shirts use a 1x1 broadcloth. Of the shirts tested by CU only two were made of 2x2 cloth, none of 2x1. The 2x2 broadcloth is generally used for the more expensive shirts. It improves the appearance of the shirt but adds little to durability.

Most shirts sold today are pre-shrunk; that is, the material is subjected to some controlled shrinking process before it is cut. This makes for better fit before and after laundering. All of the shirts tested were pre-shrunk, and none shrank under test.

### DESIGN AND CONSTRUCTION

Design and construction play an important part not only in the appearance and comfort but in the durability of a shirt. The material used may be good, but if the shirt is skimmed in the yoke, as were 22 of the 49 shirts tested, the durability of the garment will be impaired, especially if it is worn by a broad-shouldered man. This is likewise true if the chest and armhole are skimmed.

The tendency seems to be to make the neck and sleeves larger than necessary. This may be due to the fact that skimping in these points is readily noted and complained about. The remedy, however, is not in making them larger, but in making these portions of the shirt fit correctly within allowable tolerances. One-half inch more or less in the sleeve and  $\frac{1}{8}$  inch more or less in the collar should take care of any normal variations which may occur in manufacture.

If the shirt is to fit well and wear well, the top of the sleeve should start at the end of the wearer's shoulder bone. If the shoulder of the shirt droops at this point there is additional strain on the back. If the shoulder is short at this point, there is strain on both the back and sleeve. The sleeve itself should be cut so that the threads of the material run parallel with the fold at the top of the sleeve when the shirt is laid flat.

Sleeves generally are made of one piece of material, but in some shirts the sleeve is pieced. This is done to conserve material in cutting and in no



way affects the wearability of the shirt provided the sleeve is cut to proper size and is properly set.

The edge of the placket at the cuff should be bar-tacked to prevent tearing under normal strain. The placket should be large enough to allow the cuff to be laid flat when it is ironed, without strain on the placket. Some of the higher priced shirts have very large plackets with an extra button and buttonhole to keep them closed.

The seam at the bottom of the yoke should be curved slightly downward from the center to allow for movement of the shoulders. If the yoke seam is cut straight across the back of the shirt, there will be strain across the entire shirt. Generally, only the poorest shirts have straight seams.

The pleats which produce back fullness are also intended to give freedom of shoulder movement. They should be distributed along the entire yoke or concentrated on each side of the shirt at the shoulder blade area, not bunched in the center where they are of little use in preventing strain.

The War Production Board order restricting the amount of material used in men's shirts forbids bi-swing or box pleat backs but *does not* forbid the use of pleats to give the shirt normal fullness in the back. The order limits the length of shirts to 30 inches in shrunk and 31½ inches in unshrunk material. This is a reduction of three inches, but shirts should still be long enough for most men.

Men whose necks are shorter than average should be careful to get collars of correct height. A high collar on a short neck looks ungainly, is uncomfortable, and tends to wear out faster at the collar fold.

Collar points should be evenly stitched and should lie flat. If poorly constructed, the collar will be uneven and will wear out more quickly because more pressure will be required to iron it.

Many men prefer permanently stiffened collars, which do not wilt quickly. Permanent stiffness is achieved in many ways. In some cases a stiff fabric is inserted and sewn together with the collar. In others a strip of cellulose acetate is inserted into the collar, then subjected to heat and pressure sufficient to melt the cellulose acetate and make it penetrate the collar fabric. Upon cooling, the impregnated fabric becomes stiff. In a third method certain resin finishes are applied and treated so that they stiffen the fabric.

This additional stiffness causes the

collar to wear out more quickly at the collar fold unless the manufacturer has used heavier material in the collar than in other parts of the shirt. When buying shirts with permanently stiffened collars, ask for guarantees of their lasting qualities.

Stitching in the shirt should be even, neat, and clean with no hanging threads. The collar, cuffs, and front panels should have at least 19 stitches to the inch. If there is an interlining on either the button or buttonhole panel the material should be the same as the rest of the shirt. If different, it may shrink differently and pucker the front of the shirt.

Lustrous pearl buttons, even in thickness all around, and firmly attached, are an indication of good quality. The buttonholes should have no loose or rough edges and should be reinforced with a small bar tack at each end to prevent raveling.

#### Khaki Shirts

The khaki shirts sold in retail stores are the only ones that civilian consumers can buy. A retail market for khaki shirts also exists, of course, at Army post exchanges, but civilians do not have access to this source.

CU's market survey disclosed only nine brands of khaki shirts which are generally available. These were purchased and tested, and their material and construction were compared with the 23 brands of white shirts tested at the same time.

One of the khaki shirts was made of heavy gabardine, which was superior to any of the broadcloth examined. One of the shirts was made of lightweight gabardine and all the others were made of broadcloth comparable to the general run of broadcloth used in the white shirts.

In their construction, however, the khaki shirts left much to be desired. Although the skimping was not sufficient to rate the shirts "Not Acceptable," there was enough skimping in all but three brands—*Penney's Towncraft*, *TruVal* and *Van Heusen*—to make the shirts uncomfortable for any soldier larger than average for the size group.

Only three of the brands tested—*Fruit of the Loom*, *Arrow* and *Van Heusen*—were constructed with gathers at the yoke. And of these, only one—*Van Heusen*—was not otherwise skimped.

While the ratings below give a basis for judging the material and construction of the khaki shirts tested, the best advice for those who

want to purchase a shirt for a soldier is this: if he doesn't need it, don't buy it for him. If he needs an extra shirt, let him get it through regular Army sources. The shirts he can buy are likely to be more closely inspected than those you can get for him.

## WHITE BROADCLOTH

### BEST BUYS

*The following shirts of the "Acceptable" list were judged to offer the best value for the money in the order given. For full details, see listings under "Acceptable."*

Hale Bros. Townsman. \$1.85.

Leeds De Luxe. \$1.88.

CMO Cat. No. 3KU9. \$1.14 plus postage.

A "Best Buy" on basis of price and durability. Does not have as good appearance as "Best Buys" mentioned above because of low count.

Van Heusen. \$2.25. A "Best Buy" among nationally advertised brands although it does not compare with any of the above in value.

### ACCEPTABLE

*(In order of quality, without regard to price)*

Marshall Field (Marshall Field & Co., Chicago). \$2.75. Extra high count broadcloth; good resistance to abrasion; extra high tensile strength.

AMC (Associated Merchandising Corp.). \$2.50. Extra high count broadcloth with very good resistance to abrasion and high tensile strength. Slightly skimped in yoke, while sleeves were larger than marked size.

Cooperative Distributors Cat. No. J 2844 (Cooperative Distributors, Inc., NYC). \$2.75 plus postage. High count 2x2 broadcloth with very good resistance to abrasion and extra high tensile strength. Shirt skimped in the yoke and collar, while sleeve was larger than marked size.

Ward's Whitman Cat. No. 2632 (Montgomery Ward & Co.). \$2.29 plus postage. High count broadcloth with good resistance to abrasion and high tensile strength. Skimped slightly in yoke and chest measurements, while sleeves were larger than marked size.

Macy's Kempton (R. H. Macy & Co., Inc., NYC). \$2.21. High count 2x2 broadcloth; good resistance to abrasion and extra high tensile strength. Collar larger than marked size.

Hale Bros. Townsman (Hale Bros. Dep't Stores, Los Angeles). \$1.85. High count broadcloth with fairly good resistance to abrasion and good tensile strength.

Leeds De Luxe (Schulte Cigar Stores). \$1.88. High count broadcloth with good resistance to abrasion and good

<sup>1</sup> For a list of AMC stores, see page 12 of your 1943 *Buying Guide*.

tensile strength. Skimped in armhole. Not the same as *Leeds* shirt below.

**Penney's Towncraft** (J. C. Penney & Co., NYC). \$1.65. High count broadcloth with good resistance to abrasion and good tensile strength. Shirts unevenly sized; one skimped in the yoke and sleeve and collar larger than marked size; the other was satisfactory.

**Gimbel's Parkleigh** (Gimbel's, NYC). \$2.00. High count broadcloth with fairly good resistance to abrasion and good tensile strength. Skimped in chest measurements, while collar was larger than marked size.

**Jayson Super-Whitehall** (S. Jacobson & Co., NYC). \$2.25. High count broadcloth with fairly good resistance to abrasion and good tensile strength. Slightly skimped in armhole, while sleeves were larger than marked size.

**CMO Cat. No. 3KU9** (Chicago Mail-Order Co., Chicago). \$1.14 plus postage. Low count broadcloth with fairly good resistance to abrasion and good tensile strength. Sleeves larger than marked size.

**Van Heusen** (Phillips-Jones Corp., NYC). \$2.25. Medium count broadcloth with fairly good resistance to abrasion and fairly good tensile strength. Skimped in chest measurements, while collar was larger than marked size.

**Wings** (Piedmont Shirt Co., Greenville, S. C.). \$2.00. Medium count broadcloth with fairly good resistance to abrasion and fairly good tensile strength. Skimped in chest measurements, while collar was larger than marked size.

**Pilgrim's Tru-Point Cat. No. E60** (Sears, Roebuck & Co.). \$1.65 plus postage. Medium count broadcloth with fairly good resistance to abrasion and fair tensile strength. Skimped in yoke measurements.

**Barclay Cat. No. 2781** (Montgomery Ward & Co.). \$1.39 plus postage. Low count broadcloth with good resistance to abrasion and fair tensile strength. Skimped in yoke and chest measurements.

**TruVal** (Truval Mfrs., Inc., NYC). \$1.50. Low count broadcloth with fairly good resistance to abrasion and fair tensile strength. One of the shirts was skimped slightly in the yoke, armhole and chest; the other was skimped slightly in chest, while on both, sleeves were larger than marked size.

**Manhattan** (Manhattan Shirt Co., NYC). \$2.25. Medium count broadcloth with fairly good resistance to abrasion and fairly good tensile strength. Skimped slightly in yoke, armhole and chest measurements.

**Horton Collarite** (Phillips-Jones Corp.). \$1.85. Medium count broadcloth with fairly good resistance to abrasion and fairly good tensile strength. Skimped in yoke and chest measurements, while sleeves and collar were larger than marked size.



**BUT THINK TWICE, sir, before you buy one like it. Arrow Hitt was next to the bottom in CU's ratings; chest and yoke were skimped, collar too big.**

**Cooperative Distributors Cat. No. J2848** (Cooperative Distributors). \$1.49 plus postage. Low count broadcloth with fair resistance to abrasion and fair tensile strength. Collar was larger than marked size.

**Macy's Lansdowne** (R. H. Macy & Co., Inc.). \$1.58. Medium count broadcloth with fair resistance to abrasion and fair tensile strength. Collar larger than marked size.

**Sears' Tilford Cat. No. E30** (Sears, Roebuck & Co.). \$1.46 plus postage. Medium count broadcloth with fair resistance to abrasion and fair tensile strength. Skimped in yoke, chest and collar measurements.

**Fruit of the Loom** (Fruit of the Loom, Inc., Providence, R. I.). \$1.69. Medium count broadcloth with fair resistance to abrasion and fair tensile strength. Collar larger than marked size.

**Arrow Hitt** (Cluett Peabody & Co., Troy, N. Y.). \$2.25. Medium count broadcloth with fair resistance to abrasion and fair tensile strength. Skimped in yoke and chest measurements. Sleeves and collar were larger than marked size.

**Leeds** (Schulte Cigar Stores). \$1.57.

Medium count broadcloth with fair resistance to abrasion and fair tensile strength. Skimped in chest and collar. Not the same as *Leeds De Luxe* above.

## KHAKI SHIRTS

### ACCEPTABLE

(In approximate order of quality without regard to price)

**Penney's Towncraft** (J. C. Penney Co., NYC). \$2.49. Heavy weight gabardine with good resistance to abrasion and high tensile strength. Shirt was well made except for fact that there were no gathers at back of shirt to allow for muscle action of shoulder.

**Van Heusen** (Phillips-Jones Corp., NYC). \$2.50. Medium and low count broadcloth with fairly good resistance to abrasion and fair tensile strength. Skimped in yoke and chest measurements.

**Arrow** (Cluett Peabody & Co., Troy, N. Y.). \$3.50. Medium count broadcloth with fairly good resistance to abrasion; fairly good tensile strength. Skimped in yoke and chest measurements.

**TruVal** (Truval Mfrs., Inc., NYC). \$2.29. Low count broadcloth with fairly good resistance to abrasion and fair tensile strength. Skimped in chest measurements; back had no gathers to allow for muscle action of shoulders.

**Fruit of the Loom** (Fruit of the Loom, Inc., Providence, R. I.). \$2.65. Low count broadcloth with fairly good resistance to abrasion and fair tensile strength. Skimped in yoke and chest measurements, while collar was larger than marked size.

**Conqueror Sportsman Cat. No. E205** (Sears, Roebuck & Co.). \$1.88 plus postage. Low count broadcloth with good resistance to abrasion but only fair tensile strength. Skimped in sleeve, yoke and chest measurements. There were no gathers in back to allow for muscle action of shoulders.

**Ward's Royalcrest Cat. No. C 3228** (Montgomery Ward & Co.). \$2.29 plus postage. Low count broadcloth with fairly good resistance to abrasion and fairly good tensile strength. Skimped in sleeve, yoke and collar measurements. There were no gathers in back to allow for muscle movement of shoulders.

**Manhattan** (Manhattan Shirt Co., NYC). \$3.00. Low count broadcloth with only fair resistance to abrasion and fair tensile strength. Skimped in armhole and chest measurements. There were no gathers in back to allow for muscle movement of shoulders.

**Jayson** (S. Jacobson & Co., NYC). \$2.98. Lightweight gabardine, with only fair resistance to abrasion and fair tensile strength. Skimped in yoke, armhole and chest measurements. There were no gathers in back to allow for muscle movement of shoulders.



# LAUNDERING AT HOME

*... may become a wartime necessity. CU gives advice on ways to make it easier, whether you wash by hand or machine; tells you how to handle different fabrics, how to dry and how to iron*

The war has created special problems even for the family wash. Commercial laundries are critically short of fuel and manpower; at the same time they are swamped with a record-breaking volume of work. Sometimes such laundries manage to call for the soiled clothes but don't manage to complete the laundering and return the clothes to their owners until several weeks later. The housewife who begs to have the bundles returned is told that it would be impossible to find hers among the mountain of bundles still untouched. Situations like this are forcing many women who have patronized commercial laundries to wash at home.

## **SORTING AND SOAKING**

Washing clothes at home without knowing how is hard on both clothes and housewives. Proper technique not only saves the fabrics, which may be irreplaceable in these times, but generally saves time and effort as well.

First the clothes must be sorted systematically. Don't increase the work of washing by sorting them on a dirty floor. The simplest protection is to spread newspapers on the floor. Set the hamper on a chair or table to minimize bending.

Turn the clothes inside out, and inspect them as you sort. Set aside any that are torn or especially stained. Make a separate pile for each of the following: table linen, bed linen and slightly soiled towels, white body clothes, handkerchiefs, towels, light colored clothes, dark colored clothes, very dirty garments, fine fabrics (silks, synthetics, woolens). This is approximately the order in which the clothes should be washed. When the wash is large, different water is used for each group; with a smaller wash, combine several groups.

All garments but hosiery should be mended before they are washed. Stains should be removed before washing since hot water permanently sets many of them. Treat each stain individually (for information on stain removal see 1943 *Buying Guide*).

Badly soiled handkerchiefs should first be soaked in cold salt water for

fifteen minutes, then washed with a small plunger before combining with the body clothes for tubbing.

Soaking clothes loosens dirt and thus saves time and lessens the wear and tear of laundering. But only white or colorfast cottons and linens can safely be soaked. Before soaking, slightly soiled clothes should be separated from badly soiled ones. Contrary to popular procedure, cool or lukewarm water is best for soaking. This loosens some kinds of dirt which hot water sets. Badly soiled things will be easier to wash if soap is rubbed into the worst spots with a small brush while they are soaking.

If you have a washing machine, follow the manufacturer's directions for its use and care. But whatever machine you have, be sure to bring it into the laundry room a few hours before you use it, if it is kept in a cold place. Otherwise the oil or grease may be so stiff that it fails to lubricate, and the mechanism may be injured. In addition, when very hot water is poured into a cold porcelain enamel tub the enamel is apt to crack.

## **WASHING BY MACHINE**

The instructions should tell you the correct amount of water to use in the machine. If there is no "water line" already marked, measure the correct water level and mark it on the side of the tub, then use the same level each time you wash. Too much water may strain the motor or may flow down the center shaft into the oil and gear case. Too little water does a poor washing job.

Hard water should be softened before the soap is added, or else a "built" soap should be used. (For a detailed discussion of laundry soaps and softening of water, see the *Reports*, January 1943.) Be sure that you dissolve the soap thoroughly before adding the clothes. This prevents soap spots which damage or yellow fabrics. Don't dump an unmeasured amount of soap into the tub; measure and add just enough to form good, heavy suds. Record the quantity that will do this, so that you won't have to experiment each time.

Don't overload your machine. The manufacturer's instructions will tell you what the maximum load should be. The table on the next page may serve as a guide to calculate the weight of the clothes you put in.

Wash each load by the clock. Woolens should not be left in the machine for more than two to three minutes, silks and synthetics not more than three to five minutes. Five to ten minutes should be enough for slightly soiled cottons and linens. If very soiled cottons and linens are not clean after 15 minutes of washing in the machine, they should be given a second washing in clean suds. The time needed for washing clothes clean may be reduced by using a small, well soaped wet brush on badly soiled parts, such as collarbands of shirts and bindings of blankets, before putting them into the machine.

## **WRINGING CLOTHES**

If your machine is equipped with a wringer, be sure that you test the safety pressure-release before each use. Keep your hands away from the wringer as the clothes go through. Watch each piece to see that it doesn't wrap around the roll. To protect the wringer and to simplify the task of ironing, run the clothes through in smooth folds, not in lumps. Have buttons, buckles, etc., inside the folds.

As soon as you have finished with the wringer, release the rollers. Wash them in warm soapy water, rinse them with clear water and wipe them dry. Remove stains with a cloth dipped in cleaning fluid. Be careful not to leave grease or oil on the rubber. Cover the rollers when they are not in use to keep them free of dirt.

If you have a spinner-drier, it is important to keep its vibration at a minimum. To do this, distribute the weight of the clothes evenly, laying them smoothly against the walls of the spinner. Don't overload.

After use, the washing machine should be cleaned and dried both inside and out. Remove all lint from the drain; clean the drain trap or strainer, and flush the drain with clear water. Be sure that all water is out of the hose. Wash the inside and the shaft of the machine with warm soapy water; rub off stubborn spots with fine scouring powder. Wipe all parts dry, leave the drain valve open to dry, and leave the lid of the tub slightly ajar. Wash the outside of the machine with soap and water, rinse, dry and cover it.

CONTINUED ON PAGE 64

## LINENS AND COTTONS

Linens and cottons should not need boiling if they are washed properly in a machine, since water which is as hot as 160°F can be used. Don't try to guess at the temperature; have a thermometer to guide you.

When washing cottons and linens without a machine, use water as hot as the hands can stand. When the water becomes dirty, drain it off and replace it with clean hot suds. Continuing to use dirty water deposits the dirt back on the clothes. Badly soiled clothes may need a second washing in fresh suds.

Fabrics should be rubbed on a washboard only while they are very wet; they should be dipped often. The rubbing should be gentle. A small brush is a helpful auxiliary.

If white or colorfast cottons or linens are not clean after washing in two suds, or if they must be disinfected, they should be boiled in fresh soapy water, after they have been wrung well from the wash water. Boil for no more than five to ten minutes; longer boiling tends to yellow white fabrics. Remove clothes from the boiler with a wooden stick, allowing them to drain well as they are lifted from the boiler.

**RINSING.** Cottons and linens should be rinsed two or three times in plenty of hot water. Soap or washing powder left in any fabric tends to weaken and yellow it. If hard water has been softened for washing with tetrasodium pyrophosphate or with sodium metaphosphate, hard rinse water will do no harm. Cold water hardens soap and should therefore not be used for rinsing.

**BLEACHING.** Drying linens and cottons in the sun is the most effective and safest way to bleach them at home. But if this is not possible, household bleach (sodium hypochlorite) can be used to keep white clothes looking white. Be careful to follow the directions on the bottle. Beware of too concentrated a solution, too high a temperature or too long treatment; sodium hypochlorite is a strong chemical and easily eats away the hardest fabrics. And be sure the bleach is thoroughly stirred into the rinse water before you put in any clothes. Rinse clothes thoroughly after using a bleach. Never use household bleaches on silks, synthetics, woollens or colors.

**BLUING** is used to "whiten" slightly yellowed fabrics. It is a non-permanent blue dye. There are two types of blu-

## Weight Guide

ARTICLE	APPROXIMATE WEIGHT
Luncheon cloth .....	½ lb.
Bath towel .....	½ lb.
Linen towel .....	½ lb.
Man's shirt .....	½ lb.
Boy's shirt .....	¼ lb.
Cotton pajamas .....	⅔ lb.
Nightgown .....	⅓ lb.
Child's dress .....	⅓ lb.
Pillow case .....	⅓ lb.
Single bed sheet .....	1 lb. <sup>1</sup>
Double bed sheet .....	1½-2 lb. <sup>1</sup>

<sup>1</sup> Single bed sheets may be a few ounces more or less than a pound, double bed sheets may vary as much as 8 ounces, depending on whether they are heavy muslins or lightweight percales.

ing, soluble and insoluble. Either type is satisfactory if used in moderation. Don't overdo it, for too much bluing tends to make the fabric look gray.

Before using bluing, make sure that all soap, washing powder or bleach is thoroughly rinsed out; otherwise the bluing may react chemically and turn the fabric yellow.

Soluble powder bluing should be dissolved thoroughly in a small amount of water, then added drop by drop to a tubful of clear water. Insoluble bluing in the form of a ball or block should be put into a flannel or muslin bag (if it is not already so packed) and moved through a tub of cold water to produce the desired color. Insoluble powder bluing must be made into a paste, stirred well and added to a tubful of water.

Bluing water should be prepared just before use. Heavy fabrics require a darker solution than thin ones. Do not soak clothes in bluing; never leave the clothes in the tub while drawing off bluing water. Either practice may cause streaking. Blue only a few pieces at a time. Stir the bluing water occasionally.

Excess bluing may be removed by pouring boiling water over a garment, by boiling it a few moments, or by washing it in heavy suds.

**STARCHING.** Proper starching does more than stiffen a fabric. It helps keep the garment clean and makes it easier to wash by covering tiny surface fibers that catch dust.

Cornstarch is the most widely used variety, but transparent starches like potato, sago or cassava are considered better for dyed fabrics. "Soluble"

starches have better penetration and are less likely to rub or scale off during ironing than insoluble ones. But unless they contain borax, they have less stiffening power than the untreated variety.

For hot starching, make a thick starch, following the recipe on the box. Keep this hot and take a small quantity to dilute with hot water according to the thickness desired. The hotter the starch the better the penetration and the more evenly it deposits on the fabric. Heavier fabrics need thicker starch than thin ones; garments that are to be wrung through a wringer need thicker starch than those which are to be hand wrung. The drier the garments are wrung before starching, the stiffer the finish.

For cold starching use prepared starch, following the directions on the box. Starch may be tinted with tea, coffee or bluing to use on light-colored fabrics; or tinted starch may be purchased.

## FINE FABRICS

**SILKS AND SYNTHETIC FABRICS** should be washed quickly and gently—and often. These fabrics absorb moisture and dirt quickly; soaking or prolonged washing therefore makes them dingy. Strong soaps and hot water yellow and weaken the fabrics; mild neutral soap and lukewarm water are essential for washing them successfully. Perspiration also weakens silk and rayon fibers; hence the sooner they are laundered after wearing the longer they will last.

With proper handling silks and rayons can be washed safely in a machine. If the machine tends to tangle the garments, place them in a net or muslin bag before washing. Wash a second time in clean suds if the clothes are not clean after three or four minutes of laundering. If you wash delicate fabrics by hand, do not rub or twist them. Squeezing suds through them should remove the dirt. A small brush may be used gently on very soiled parts.

Thoroughly rinse the garments twice in lukewarm water to be sure that no soap is left to rot the fabric. Do not wring silks or rayons. Squeeze out the water, then roll them in a clean bath towel and knead them gently. Never hang them in the sun to dry. Iron while damp with a warm, not hot, iron.

**WOOLENS.** Stocking stretchers and sweater stretchers are excellent for restoring the shape of these woolen garments after laundering. If you



have no stretcher, the shape of the garment should be traced onto a piece of muslin before it is wet; after washing the garment should be stretched back to its original size and shape, then pinned to the muslin to dry.

Soak woollens only very briefly if at all. Use neutral soap only—no strong washing powders. Use lukewarm water, never more than 100°F (wrist temperature); hot water shrivels woolen fibers. More water in proportion to the bulk of the clothes is needed to wash woollens, and an abundance of suds is essential.

A washing machine will not damage woollens if they are not agitated for more than three minutes. Press out excess suds and wash again in clean suds of the same temperature if the first washing does not get out all the dirt. Squeeze out the last suds, rinse several times in lukewarm water, then wring through a loosely-set wringer or roll in a turkish towel to remove excess moisture. Dry in a warm place, but not near a fire or in direct sunlight. Never hang woollens where they will freeze.

#### DRYING

If the clothesline is made of copper or galvanized iron wire, it should be wiped before use with a damp cloth and then a dry one. Once a month it should be cleaned with a cloth dampened in kerosene. A rope clothesline is better taken in after each use. If it has been left out, it can be cleaned with a cloth dampened in kerosene, then wiped dry.

Giving clothes a vigorous shake before putting them on the line removes deep wrinkles, and helps in the ironing. Hang garments from their bands where possible or by their heaviest portion. Sheets and other large pieces should not be hung by the corners but should be placed one-fourth or one-half over the line and fastened securely in three or four places. Dresses should be hung by their hems. Similar garments should be hung together; this saves time in ironing and putting the clothes away.

#### IRONING

If clothes can be ironed while they are still damp, the results are often better than when they are first dried, then sprinkled. If they must be sprinkled, spray them evenly and thoroughly with warm water; pull the garment into shape, fold and roll smoothly but not too tightly. Cover with a clean cloth and let stand at least a half hour.

Save time by arranging your work; have the clothes basket on a stool at a convenient height at your left, and have a clothes rack or clean table top at your right to receive the finished garments.

Having an ironing board of comfortable height is most important; about 31 or 32 inches is the right height for the average woman. It should be well padded with felt, quilted padding or several thicknesses of flannel, and covered with sheeting or unbleached muslin.

The greatest danger in ironing is

in using too much heat. Even though there may be no visible sign of scorch, excess heat can reduce the strength of fabrics and make them brittle, so that their life is shortened.

An automatic iron can prevent this "invisible scorch" if the fabrics requiring the lowest heat are ironed first. Synthetic fabrics must be ironed at the lowest heat, silks next, then woollens, then cottons, then linens. If the iron has been set for cottons or linens, sufficient time must be allowed for it to cool before rayons or silks can safely be ironed.



## How to Stretch Your Butter

Butter isn't rationed yet, but supplies throughout the country are low, and many stores dole out butter in  $\frac{1}{8}$  or  $\frac{1}{4}$  pound portions.

Vitamin-enriched oleomargarine is a good substitute, if you can get it. But that too may be scarce. Many States have laws that restrict its sale, and in many places the demand for oleo has exceeded the supply. When butter is officially rationed, oleo will probably be rationed too.

You can make your butter supply go a little further by taking it out of the refrigerator and letting it come to room temperature before serving it. Beating air into it and serving "whipped" butter will help a little, too. But neither of these methods will "stretch" your butter very far.

There are several recipes for spreads, using evaporated milk or evaporated milk and gelatin, that "stretch" your butter supply over twice as many slices of bread. CU tested two of these recipes, decided that they are useful, but with two restrictions. Though the spreads can make your table butter last longer, they cannot be used to bake more cakes or fry more fish. And if you don't like the flavor of evaporated milk, you may not like either of the spreads. Mixing evaporated milk with butter does not entirely mask the evaporated milk flavor.

The following recipes were tested by CU technicians for ease of preparation, appearance, flavor and keeping qualities. Quantities may be ad-

justed for the amount of butter available to the housewife.

$\frac{1}{2}$  lb. butter     $\frac{1}{4}$  cup evaporated milk

Cream the butter to room temperature; beat in the evaporated milk in small portions, using a Dover egg beater or an electric mixer. Pack into a dish and keep in the refrigerator.

This spread was fairly easy to make, looked and tasted good and kept sweet for about two weeks when properly refrigerated.

1 tablespoon gelatin (unflavored)

$\frac{1}{4}$  cup cold water

1 can (14½ oz.) evaporated milk

1 lb. butter    1 teaspoon salt

Soften gelatin in  $\frac{1}{4}$  cup cold water. Dissolve thoroughly over hot water.

Cut butter into small pieces and heat over hot water until soft enough to beat, but do not melt the butter.

Add dissolved gelatin and salt to the milk. Gradually whip milk into butter with a Dover egg beater or electric mixer until milk does not separate. Add coloring if desired.

Pack in dish or container and place in refrigerator until hard. Keep in refrigerator when not in use.

The use of gelatin in this recipe made it possible to incorporate more evaporated milk with the butter, although the resulting spread had a somewhat watery taste. This spread remained sweet only for a few days when properly refrigerated; therefore it is better to make up only enough to last two or three days.

For ratings of plain gelatin powders, see your 1943 *Buying Guide*.



**DON'T** waste your ration coupon on shoes—like those above—that are too tight. Not only will they hurt your feet, but they won't wear well.



**DON'T** leave your shoes unshined. Polish helps preserve the leather; mud and dirt hasten its ruin.

**DO** see that your shoes are kept well polished at all times. This is particularly important in wet weather, for the polish forms a protective layer against moisture and dirt.



# TAKE CARE of



**DON'T** force your feet into your shoes. This kind of carelessness breaks their backs, and shortens their life.

**DO** use a shoe horn, or a card, if you have no horn, to help your feet slip into the shoes easily.



**DO** use shoe trees to keep your shoes in shape; that way they'll last longer and look better. The best shoe trees are those built to fit the shape of the shoe. The type at the extreme right is unsatisfactory.





# f YOUR SHOES



**DO** keep your shoes dry. Rubbers or galoshes, worn on wet or snowy days, will protect your shoes against water, one of the worst enemies of leather. But if your shoes should become wet . . .



**DON'T** put them on the radiator or in hot sunshine to dry. This injures leather, causes unsightly curling of the toes.

**DO** instead, stuff the toes with crumpled newspaper, and let the shoes dry slowly, away from direct heat.



**DON'T** indulge in bad shoe habits; they're hard on your shoes, as well as being unsightly. Above are illustrated a few of the more common ones. Kicking your shoes half off in the movies may distort their shape; wrapping your feet around chair rungs and legs scuffs the leather (it's hard on stockings, too); suspending heels from chair rungs may ruin the heels and force the shoes out of shape.

# HAND CLEANERS

*Grease and grime that soap won't remove from hands yield to special hand cleaners which contain abrasives.*

*Tests of powder and paste cleaners reveal differences in abrasiveness and soap content as well as economy*

It's a sign of the times that hand cleaners are becoming a consumer product of increasing importance. Many factories provide hand cleaners for their workers, but a large number of factory workers and others doing jobs that call for something which is stronger than soap and water, have to supply their own hand cleaners.

Cleaners in the form of pastes, powders and cakes are designed to clean the hands in the same way that scouring powder cleans a tile floor. They all contain soap and abrasives in varying proportions. In most cases, the abrasives are substances that won't dissolve in water, such as silicates, finely ground sand, pumice, feldspar, seismotite, marble dust, wood flour and corn meal. There are some powder-type cleaners, however, which contain soluble abrasives like common salt or borax. These are abrasive only until they dissolve. Abrasives that don't dissolve are more effective in removing deeply imbedded grime, but they are also more likely to lodge in cuts or pores and to tear the skin, opening the way for infection.

**PASTES**, which are mainly soap, abrasive and water, are the oldest type of hand cleaner. They are convenient to use and rapid in action, since the abrasive is quickly released from the mixture of soap and water. In terms of cost per dry ounce, the pastes were the least expensive hand cleaners CU tested. Because they come in wide-mouthed containers, however, there is a tendency to dig the hands in and take too much at a time.

With the growing demand for hand cleaners, the paste cleaners may be relatively difficult to get. WPB doesn't allow them to be packed in tins smaller than the three-pound size, and the total supply of metal for containers is limited to the amount used in 1941. Fiber containers have not proved suitable substitutes.

**POWDERED CLEANERS** contain more soap, less moisture and less abrasive

but they generally have the same sort of abrasive and soap and the same sort of action as the pastes. Some of the powders which CU tested are relatively expensive as compared with the pastes, but they were packed in sifter top boxes which reduces waste.

One powdered cleaner, *Boraxo*, is made of soap plus finely ground borax crystals which act as an abrasive as well as a cleaner. The cleaner did a good job on dirty hands, and because it dissolved completely, did not have the objectionable qualities of insoluble abrasive cleaners. But the abrasive action was present only until the borax dissolved, and it dissolved quickly; therefore this is an expensive hand cleaner to use.

Paste and powder hand cleaners are also sold as rapid clean-alls for the household, though they are apt to do more harm than good for most household jobs. It is natural for the housewife who sees her husband use a hand cleaner after a dirty job to use it herself if her hands get very dirty. It is only one more step to use it, albeit inadvisably, to clean stubborn stains from the sink or the bathtub. And some manufacturers have not been slow to take advantage of this in describing their product on package labels. But like most scouring powders, hand cleaners are too harsh for aluminum utensils, bathtubs, sinks or painted surfaces and should not be used to clean them. (See report on household cleaning supplies in the 1943 *Buying Guide*).

**CAKE** hand cleaners, generally called pumice or lava soap, have more soap and less abrasive than do the other types of hand cleaners. The abrasive in the cake hand cleaners is usually pumice or volcanic ash, which is finer than the finest ground sand. Because of this, and because the abrasive is tightly held by the soap, such cleaners are slower acting than either the paste or powdered type.

A small amount of sand is incorporated into some cake cleaners in addition to the pumice or volcanic ash. Because it is held firmly by the

soap, this added abrasive tends to scratch as the cake is rubbed over the skin. The possibility of scratching the skin is greater with the cake type than with paste or powdered cleaners.

**LIQUID SOAPS** on the market, while more effective than ordinary toilet soap, are less effective than any of the special hand cleaners. Most liquid soaps are solutions of ordinary soap with builder (a mild alkali which increases cleansing ability). Other liquid cleansers consist of benzol, gasoline, carbon tetrachloride, or other organic solvents. These solvents remove grease and oil efficiently, but they tend to be irritating, as they also remove natural oil from the skin. Many cases of dermatitis have been traced to their use.

When paint must be removed from the hands, a solvent is a necessary evil, because an abrasive hand cleaner alone won't do the job. Clean paint-stained hands by rubbing the stains with a cloth dampened with turpentine, then washing the hands with hand cleaner. After the hands are dry, rub them with cold cream or lanolin to counteract the drying effect of the turpentine. As a matter of fact, skin specialists advise any workers whose skin chaps easily to use lanolin or cold cream on their hands after they have cleaned up from the day's work.

In a few plants where hand cleaners are supplied, a new type of liquid cleanser has been introduced which does not tend to chap or "defat" the hands. One brand which, from its claims, appears to be of this type is *West's Sulpho Hand Cleaner* which can be obtained in 35 or 55 gallon drums from the West Disinfecting Company, Long Island City, New York. The price is \$2.35 a gallon in these quantities. A group of workers or a plant can have a cleaner based on the formula of the U.S. Public Health Service<sup>1</sup> made up by a wholesale soap concern.

**PROTECTIVE CREAMS**, designed to make the hands easy to clean, are growing in popularity, especially as women enter the production field. They are applied before the hands get dirty, forming a protective layer which holds the dirt and makes it easier to wash off.

A cream with a petrolatum base is

<sup>1</sup> A mixture of sulfonated animal or vegetable oils (not mineral oil), free from SO<sub>2</sub>, with a pH of 7.2 and an oil content of 50%, with 2% of a wetting agent such as Santomerse, Duponol, or Igopon.



used by workers whose hands are kept in water a great deal. For dry work there is a type of protective cream containing lanolin or cholesterol. But most popular are the creams which have a vanishing cream base, carrying a soft, harmless substance that fills the pores and prevents dirt from entering. One such cream is Du Pont's *Pro-Tek*, but you can probably find less expensive brands in your local stores.

Protective creams are most effective where the work is not too dirty and where hand manipulation is limited. They also serve a useful purpose when applied to the face and upper arms, which accumulate dirt even though they do not come into direct contact with the work. Here the dirt remains on the surface, and the protective cream, together with the dirt, is easy to remove with toilet soap. For extremely dirty or very active work, it is usually necessary to use a special hand cleaner in addition to the cream.

CU purchased seven brands of paste and four brands of powdered hand cleaners and tested them for percentage of soap, builder, abrasive and moisture; fineness of abrasive and alkalinity. Samples of protective creams and lava soap were purchased and examined but were not subjected to complete chemical analysis.

Some kinds of dirt will require the use of a coarser abrasive than others, but since coarser abrasives are hard on the skin, try to avoid hand cleaners containing very coarse abrasives.

## Watch for . . .

Work on the following reports, among others, is either now under way or scheduled to begin soon:

*Children's Shoes*

*Victory Gardens*

*Oleomargarine*

*Canned Green Beans*

*Candy Bars*

*Women's Work Clothes*

*Infant Foods*

*Writing Ink*

## ACCEPTABLE

(In approximate order of size of abrasive)

**Boraxo** (Pacific Coast Borax Co., Los Angeles). 15¢ for 8 oz.; cost per dry oz., 2.5¢. A simple mixture of soap and borax with no insoluble abrasive. An effective cleaner but quite expensive.

**Colgate's Mechanics Soap Paste** (Colgate-Palmolive-Peet Co., Jersey City, N. J.). 15¢ for 10¾ oz.; cost per dry oz., 2.3¢. Had twice as much soap and less abrasive than any of the other paste cleaners tested.

**Gre-Solvent** (The Utility Co., Inc., NYC). 33¢ for 3 lbs.; cost per dry oz., 1.2¢. Paste cleaner.

**White Sail** (The Great Atlantic and Pacific Tea Co., NYC). 20¢ for 3 lbs.; cost per dry oz., 0.8¢. Paste cleaner.

**Mobo Powdered Hand Cleaner** (John J. Stanley Co., Inc., NYC). 25¢ for 16 oz.; cost per dry oz., 1.7¢.

**Gre-Solvent Powdered** (The Utility Co., Inc.). 14¢ for 13 oz.; cost per dry oz., 1.1¢.

**Mione Soap** (Mione Mfg. Co., Collingdale, Pa.). 25¢ for 3 lbs.; cost per dry oz., 0.9¢. Paste cleaner.

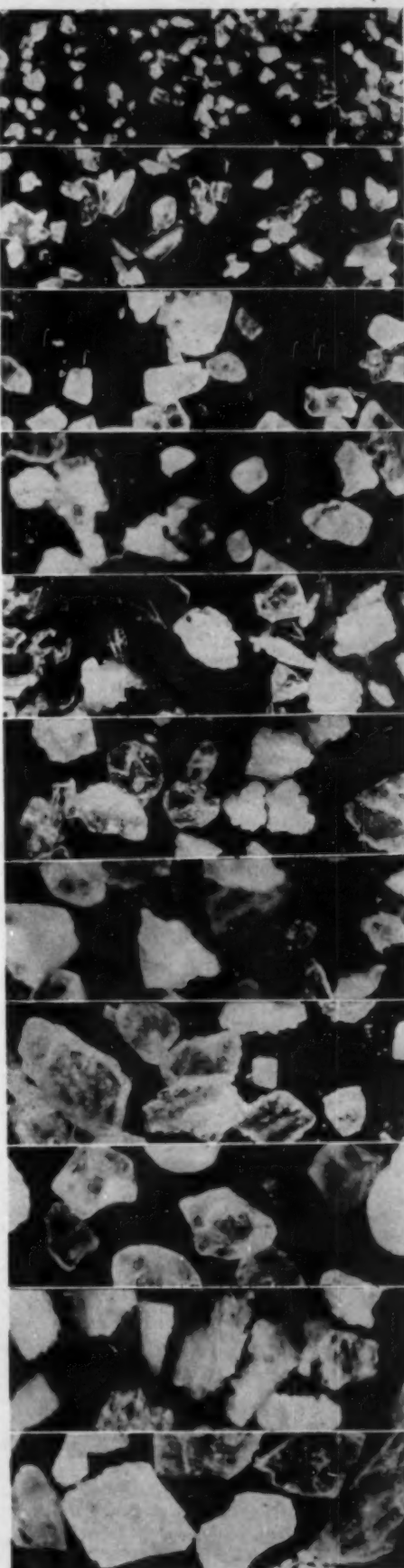
**Spic'N'Span** (Endurance Products Co., NYC). 19¢ for 4 lbs.; cost per dry oz., 0.3¢. Had half as much soap and more abrasive than any of the paste cleaners tested. Composition accounts for low price.

**Dif Hand Cleaner** (Dif Corp., Garwood, N. J.). 15¢ for 10 oz.; cost per dry oz., 1.5¢. A powder cleaner.

**Tops** (Tops Mfg. Co., Bogota, N. J.). 17¢ for 4 lbs.; cost per dry oz., 0.5¢. Had less soap and more abrasive than any other paste cleaner tested except *Spic'N'Span*.

**Mobo Hand Cleanser** (John J. Stanley Co., Inc.). 45¢ for 3 lbs.; cost per dry oz., 1.4¢. Paste cleaner.

The abrasive in each brand, magnified 25 times, is shown at the right of each rating.



# CARE AND REPAIR

## YOUR TYPEWRITER

To buy almost any sort of typewriter, you must first get a priority rating from your local OPA board. Repair of your old machine does not require a priority, but competent service men are scarce. CU therefore suggests a few preventive measures and some hints for judicious home repair to keep your old typewriter going.

**TAKE IT EASY.** Except for the automobile, there is probably no machine subject to so much abuse as the typewriter. Less than 10% of all typewriters repaired require attention because of normal wear and tear.

The simplest ounce of prevention is to keep one's temper with this often perverse instrument. Slamming back the carriage can easily upset the left-hand margin adjustment, resulting in jagged alignment; and readjustment may be a difficult procedure. When the keys pile up, they should be disengaged with care and patience. Don't attempt to force the last letter of a line when you've run past the bell to the lock. You can often do it if you bang hard enough, but eventually you'll spring the stop, perhaps inflicting material damage which you cannot repair, and certainly causing the repeated piling-up of the last letter of the line. Use your margin release.

Don't force heavy manila envelopes into a portable. Address them by hand.

The typewriter should be operated on a desk, table, or substantial stand. More portables are seriously damaged by falling than in any other way.

**KEEP IT CLEAN.** A cardinal item in every typewriter instruction book is to keep the machine clean. Make erasures with the carriage swung far out so that the debris does not filter through the mechanism. Protect the machine from dust with a cover or case when not in use. This is usually done where office routine prevails, but the insides of all too many home typewriters resemble mice nests.

A dirty typewriter may be sluggish in action, with the keys piling up. Oiling will often only make matters worse by packing the dirt in the key

slots where no toothbrushing will effectively remove it. There is not enough grit in the dirt to cause much damage, but the manual abuse a sluggish machine may receive because the operator loses patience, can be serious.

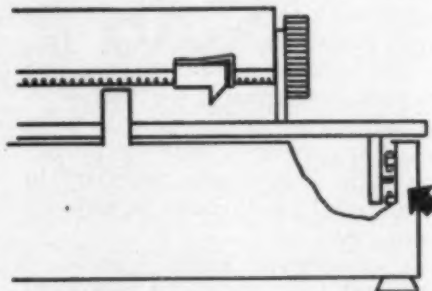
The best way to clean out loose dirt is to take your typewriter to an automobile service station, and have it blown clean with compressed air. Next best is the blower attachment of your vacuum cleaner if it has a nozzle with a small opening. Remove the ribbon, and clean the type faces with needle and brush and carbon tetrachloride or gasoline, but don't oil it before blowing. After blowing, oil liberally with any CU recommended oil (see the 1943 *Buying Guide*). Wipe off obviously excess oil, and reblow thoroughly. This second blowing will further remove excess lubricant and spread remaining oil in a thin, rust-preventing coat.

**STICKING KEYS.** Dirt is not always responsible for sticking keys. The cause may be a bent bar which presses against the key guide (the slot just in front of the ribbon). This is easily corrected by bending the bar judiciously in the opposite direction. Operating the key or bar very slowly will disclose whether it is sticking in the slot—because of dirt—or in the guide.

Give your machine a periodic tightening up. The tools: a 6- or 8-inch screwdriver; a small "utility" type screwdriver with a 2-inch blade; and a pair of long-nose pliers. Tighten every screw you can find. This is important, because if a screw drops out (usually releasing some vital part) it may be impossible to re-insert it without dismantling a major portion of the typewriter. In tightening screws, watch out for those that *appear* to be considerably unscrewed, but which are tight. These screws are probably held by lock-nuts in that particular position to maintain some special adjustment. Do not force them.

**MARGIN.** An uneven left-hand margin may result from faulty original adjustment, abuse or normal wear. Com-

pensation on some typewriters is not too difficult. Careful inspection will disclose the striker against which the carriage stops as it is pushed back to start a new line. If this is held in place by screws, loosen them; then slide the striker or stop and retighten screws so that the carriage will always be returned to the same position, regardless of any reasonable force with which the carriage is pushed back. These screws must be retightened with considerable pressure. When the striker is correctly adjusted, the carriage will be returned to the figure on the typing scale corresponding with the figure indicated on the margin adjustment.



**THE STRIKER** (left) can be adjusted—on some machines—to correct uneven left-hand margin; arrow at right indicates the screws which must be turned to adjust the shift when capitals type higher or lower than do the small letters.

**SHIFT.** If capitals type higher or lower than small letters, the shift adjustment is out of kilter. Again, correcting the trouble requires intelligent inspection rather than technical skill. If you look closely, you will discover the stops that limit the up and down movement of the shift mechanism. In some portables there may be only two screws—one for the upper movement and one for the lower limit. These screws are locked with a nut which must be loosened before the screw can be turned and the movement adjusted—unless, of course, a loose nut and screw are responsible for the trouble. Don't forget to tighten the nut after the adjustment is made. Where there are four screws—two for the upper limit and two for the lower limit—the pairs on each side of the typewriter must be equalized (adjusted so that all four act as stops—two for up and two for down).

To remedy uneven typing in the horizontal line is usually a job for the expert, and should be attempted by the owner of a typewriter only if he is a reasonably good mechanic. Alignment is a matter of shortening the



type bars that type high, and it is effected with a *slight* triple bend in the bar—one bend to the right, one to the left with a third bend to line up the bar in the type guide. Ordinary long-nose pliers can be used.

**RIBBON.** To keep the typewriter ribbon in good condition, alternate the sides occasionally, instead of using up one half before turning it over or shifting.

The ink evaporates, and if a shift is made only after one side is badly worn, the unused surface will type much more lightly than it would have originally. A used ribbon can be darkened somewhat with a few drops of household oil on the wound bobbin. Oil it through the holes on the face of the spool, not on the circumference, and permit the oil to be absorbed over-night.

## CANNED PEARS

*... vary in quality, but not nearly so much as they do in price.*

*For a given can size, some brands contain a fourth more fruit than others, CU's test of 24 brands of canned pears shows*

"As full as possible without impairment of quality" is one of the requirements the United States Government makes of a can of pears. Cannerymen interpret this specification so differently that the actual or drained weight of pears in cans of the same size varied as much as 25% in different brands CU tested. The cost per pound of drained fruit in these brands ranged from 20¢ to 38¢. Quality varied too, but not in proportion to price. In fact first on the list for quality in CU's tests was one of the least expensive brands purchased.

Among the considerations determining the rating of the different samples were such things as texture and firmness; uniformity of color and size; and appearance. Inferior flavor is rarely found in pears that rank high in these respects.

The variety of pears chosen for canning has some effect on their quality. The Bartlett variety is most generally used for commercial canning. Keiffer pears are sometimes used, but Bartletts are more desirable because they have better color and more uniform shape, and generally contain relatively few grit cells.

### CANNERY PROCEDURE

The way the pears are handled at the cannery affects quality even more than does variety. The canner is responsible for proper ripening of the pears. When pears reach full size, they are picked while still hard and green, since they develop a better flavor and texture when they ripen off the tree. It is up to the canner to see that they are stored at the right

temperature for the right length of time.

Because pears are quite susceptible to blight, frost and insect damage, careful sorting and trimming are of major importance. Too much trimming results in misshapen fruit; too little trimming leaves brown bruise marks on the pears. And as with any fruit, good cannery procedure involves careful peeling and coring.

Different brands of pears vary greatly in sweetness. How sweet the pears taste depends largely on the type of syrup in which they are packed. The syrup may be extra heavy (22% sugar or over), heavy (18-22%), medium (14-18%) or light (10-14%). The heavier the syrup is, the more sugar the fruit absorbs.

### HOW CU TESTED

CU tested 85 cans of pears; these included two to four samples of each of 24 brands. In rating the character of the fruit, smoothness and firmness of texture were considered; pears were considered inferior if they were gritty or stringy, mushy or too hard. Taste tests for off-flavors were made. None of the brands tested had any off-flavors. Ratings were also based on examinations for bruises, careless peeling or coring and on color, uniformity of size and shape, syrup density and "fill" of the cans. "Fill" depends on the drained weight of the fruit, and the number of halves or quarters in a given size of can. "Best Buys" were the brands judged to give the best value for the price, based on cost per pound of drained fruit in each can.

### BEST BUYS

The following pears of the "Acceptable" list were considered to offer the best value for the money. For full details, see listings under "Acceptable."

Bohack's. 23¢.  
S and W. 35¢.  
Dellford. 29¢.  
Del Monte. 27¢.

### ACCEPTABLE

The following are in estimated order of quality. Price is for No. 2½ (1 lb., 13 oz.) can unless otherwise noted. Prices in parentheses are for 1 lb. of pears without syrup.

Bohack's (H. C. Bohack Co., Inc., Brooklyn, N. Y.). 23¢. (21¢). Heavy syrup.  
Premier (Francis H. Leggett and Co., NYC). 33¢. (30¢). Heavy syrup.  
S and W (S and W Fine Foods Inc., San Francisco). 35¢. (28¢). Extra heavy syrup.  
Red and White (Red and White Corp., Chicago). 32¢. (28¢). Heavy syrup. Firmness varied from can to can.  
S. S. Pierce (S. S. Pierce Co., Boston). 38¢. (32¢). Labeled extra heavy syrup but tested heavy.  
Krasdale (A. Krasne Inc., NYC). 37¢. (31¢). 1 lb. can, 19¢. (30¢). Heavy syrup.  
Dellford (Middendorf and Rohrs, NYC). 29¢. (27¢). Heavy syrup. Size not uniform.  
IGA (Independent Grocers' Alliance Distributing Co., Chicago). 32¢. (26¢). Heavy syrup.  
Royal Scarlet (R. C. Williams and Co., Inc., NYC). 37¢. (30¢). Heavy syrup.  
Del Monte (California Packing Corp.).



**LOW PRICE, HIGH QUALITY**—this combination earns for Bohack's pears its position at the head of the list of "Best Buys."

San Francisco). 27¢. (24¢). Labeled heavy syrup but tested medium. Firmness varied from can to can; size not uniform.

**Libby's glass jar** (Libby, McNeill and Libby, San Francisco). 35¢. (36¢). Heavy syrup. Size not uniform.

**Kroger's Country Club** (Kroger Grocery and Baking Co., Cincinnati). 29¢. (25¢). Labeled heavy syrup but tested extra heavy. Firmness varied from can to can.

**Signet glass jar** (U. S. Products Corp., Ltd., San Jose, Calif.). 39¢. (31¢). Quarters in heavy syrup. Size not uniform.

**Rose-Dale** (Libby, McNeill and Libby). 30¢. (27¢). 1 lb. can, 17¢. (27¢). Medium syrup. Firmness varied from can to can.

**White Rose** (Seeman Bros., NYC). 1 lb. can, 19¢. (30¢). Heavy syrup.

**Libby's** (Libby, McNeill and Libby). 31¢. (27¢). Labeled heavy syrup, but tested medium. Firmness varied from can to can; size not uniform.

**Finast** (First National Stores, Inc., Somerville, Mass.). 27¢. (24¢). Labeled heavy syrup, but tested extra heavy. Firmness varied from can to can.

**Del Monte glass jar** (California Packing Corp.). 39¢. (36¢). Labeled heavy syrup, but tested medium. Somewhat soft.

**Ecco** (Economy Grocery Stores, Boston). 23¢. (19¢). Heavy syrup. Somewhat hard.

**Monarch** (Reid, Murdoch and Co., Chicago). 34¢. (26¢). Labeled extra heavy syrup but tested heavy. Firmness varied from can to can; size not uniform.

**Island Manor** (H. C. Bohack Co., Inc.). 21¢. (20¢). Labeled light syrup but tested medium. Somewhat mushy.

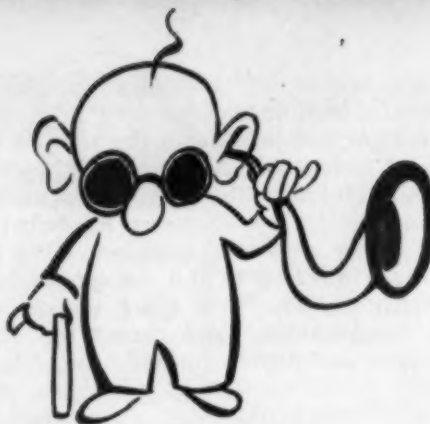
**Heart's Delight** (Richmond-Chase Co., San Jose, Calif.). 28¢. (27¢). Heavy syrup. Firmness varied from can to can.

**Iona** (A and P Tea Co., NYC). 23¢. (21¢). Syrup tested medium. Firmness varied from can to can; size not uniform. Contents of one of 4 cans very mushy.

**White Rose glass jar** (Seeman Bros.). 37¢. (35¢). Heavy syrup. Firmness varied from can to can.

## Note

In the article on phonograph records in the November *Reports*, it was stated that one company, Musicraft, had declared itself bankrupt. A distinction should have been made, however, between Musicraft Records, Inc., the company to which the writer of the article referred, and Musicraft Corporation, a recently organized company which is functioning actively.



## SELECTING A HEARING AID

*A large percentage of all persons suffering from partial deafness could benefit from the use of a hearing aid. High pressure salesmen make selection difficult, but the advice which follows will help*

Hundreds of thousands of persons in this country would benefit from the proper use of a hearing aid. That they continue to endure the full handicap of serious hearing defects is due to several things. Outstanding is the fact that most good hearing aids are costly—far beyond the price many people who need them can afford to spend. And, considering what goes into the instruments, experts believe that the average hearing aid sells for something like twice what it should.

The hearing aid industry is one of the strongholds of high pressure salesmanship—almost anything goes, so long as the instruments are sold. The hard-of-hearing person who wants to buy a hearing aid finds few expert, impartial sources of information. Even many otologists (physicians specializing in hearing) admittedly know little about particular brands of hearing aids. Advertisements of the twenty or thirty manufacturers are often misleading, and company salesmen are obviously prejudiced. To make matters worse the hard-of-hearing are subjected to all kinds of unfounded myths, rumors and warnings about hearing aids; most of them have about as much basis in fact as the average story which begins: "A friend of my brother-in-law once knew someone who heard that . . ."

### WHAT IS A HEARING AID?

A hearing aid is basically a device which increases or amplifies the sound vibrations reaching the ear. Hearing aids may be divided into two general groups: non-electrical accumulators and electrical devices.

**NON-ELECTRICAL ACCUMULATORS** are all

variations of the ear trumpet or speaking tube. Their chief function is to accumulate larger amounts of sound than the unaided ear ordinarily does.

Contrary to widespread belief, there are some cases in which accumulators are actually more satisfactory than electrical aids. Chronic invalids and the aged sometimes find an accumulator more comfortable than an electrical aid. In some cases of extreme hearing loss where an electrical aid shows no improvement in hearing, an accumulator may help. Also, accumulators are considerably cheaper than the electrical aids.

The chief disadvantage of accumulators lies in the fact that the speaker must talk directly into the horn or trumpet. And, it is usually difficult if not impossible for the wearer of an accumulator to hear more than one voice at a time. Many accumulators distort sound (distortion is least when the size of the funnel diminishes most gradually).

**ELECTRICAL INSTRUMENTS** are more complex. They consist of a *microphone* or *transmitter* which transforms sound waves into electricity, an *amplifier* which increases the intensity of these electrical impulses, a *receiver* which transforms the electrical impulses back into sound, and *batteries* which provide the power for this operation.

There are two types of electrical hearing aids; those which have a carbon amplifier and those which have a vacuum tube amplifier. The chief difference between a carbon instrument and a vacuum tube instrument, so far as the wearer is concerned, is that while carbon instruments work



satisfactorily in the middle range, the vacuum tube type does a better job of amplifying tones of high and low pitch, resulting in more faithful reproduction of the original sounds.

The original cost of the vacuum tube type of hearing aid is higher than that of the carbon type. Upkeep in terms of battery and tube replacement, repairs and service charges, is also higher. In addition, vacuum tube models are less dependable than carbon instruments. The former tend to break down suddenly whereas the carbon instruments tend to decrease gradually in efficiency.

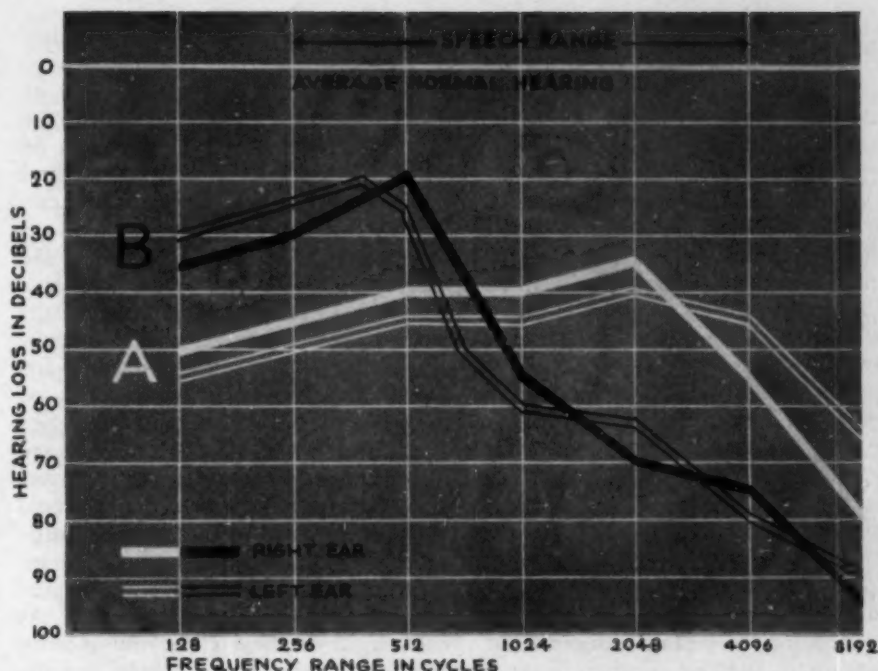
Both types of electrical hearing aid can be fitted for either air conduction or bone conduction: in other words the amplified sound vibrations coming from the receiver of the instrument can be transmitted through the air canal of the ear itself or through the mastoid bone behind the ear. The choice of air or bone conduction should depend upon which gives better hearing. If they are equally satisfactory, some authorities think there may be a slight advantage in air conduction.

#### WHO CAN BENEFIT FROM AN AID?

A hard-of-hearing person, with the help of his physician, should consider these factors in determining whether or not to purchase a hearing aid: the degree of hearing loss in the speech range, the relative hearing loss for tones of different pitch, the doctor's forecast of the future course of the impairment, and the patient's age, occupation and physical condition.

The Vocational Rehabilitation Division of the U. S. Office of Education estimates that the best results may be expected from a hearing aid when the average loss of hearing is from 45 to 70 decibels. (See the *Reports*, January 1943 for chart comparing decibel loss with loss of hearing for speech at five feet.)

An eminent otologist has found that a person with an average loss of from 20 to 40 decibels in the speech range gets much help from an aid but usually prefers to manage without one; a person with a loss of from 40 to 60 decibels needs an aid and can benefit most from its use, but often waits until the impairment gets worse: a person with a loss of from 60 to 80 decibels needs an aid for all conversation: a person with a loss of from 80 to 100 decibels usually gains little from an aid. (Some persons with loss above 80 decibels have found hearing aids very valuable.)



**TWO "AUDIOGRAMS"**—charts showing amount of hearing loss at each given pitch—are here superimposed. The pitch is shown in terms of "frequency in cycles." A frequency of 256 cycles is equivalent to middle C on the piano; the frequencies shown on the chart represent C's at intervals of an octave. A on the chart is typical of middle-ear impairment; B, of inner ear impairment. In the pitch range of normal speech, A's loss is more uniform than B's, hence A can be more easily fitted with a satisfactory hearing aid.

The relative hearing loss for tones of different pitch is also important in determining the usefulness of a hearing aid. The degree of hearing loss is rarely the same for all tones. A person may, for example, hear clearly the high notes of a violin, but may be completely deaf to the lower notes of a cello, or even a male voice. Uniform hearing loss for different tones may occur with middle-ear or nerve impairments while sharply uneven hearing loss characterizes inner-ear impairments (see chart above). Because hearing aids at best can compensate only partly for uneven hearing loss, a hard-of-hearing person with a middle-ear impairment is generally fitted more satisfactorily than one with an inner-ear impairment.

Whether the hearing impairment is increasing, and if so, how rapidly, must also be considered before a hearing aid is purchased. Your doctor can tell this after examination. If the loss is becoming rapidly greater, the purchase of an aid may be unwise, because the instrument may not be flexible enough to compensate for the rapid loss. But many aids can be adjusted to take care of moderate changes of hearing. The advice of an otologist is essential in determining the progression of the defect.

Younger people usually adjust

themselves to hearing aids more readily than old; their use of an aid is more likely to be successful. Consideration of occupation is important insofar as it may require the use of a hearing aid at an earlier point in the development of the ailment than would normally be indicated. This is especially true of those occupations requiring continual conversation with others. General physical and mental condition can be a determining factor. A nervous person may have great difficulty adjusting himself to an aid. Where the nervousness is the result of tension created by the hearing defect, however, an aid may cure the nervousness by removing its cause.

Nearly always a hard-of-hearing person needs a hearing aid before he will admit it. There is sometimes the fear that the wearing of an aid will injure what hearing is left (a fear which all authorities agree is without foundation). There is often a feeling that a stigma is attached to the wearing of a hearing aid—that it is a sign of old age or an admission of a tragic and pitiable handicap. There is, of course, no more basis for the existence of such a feeling than there is in connection with the wearing of glasses—a corrective device which few hesitate to adopt.

These psychological factors are

mentioned because a person starting out with a dislike for the idea of wearing an aid may reject an instrument if it does not immediately give satisfactory performance. A hard-of-hearing person who is getting a hearing aid must understand that no aid will enable him to hear conversation normally *at first*. An aid amplifies all sound—extraneous noise as well as intelligible words—and it takes some time before the new user is able to filter out the sounds he does not want to hear. When hearing loss is very severe and has existed for a long time, the understanding of sounds may, in fact, have deteriorated to such a degree that the wearer of the instrument is unable to interpret speech even when it is amplified sufficiently for him to hear. Most new users of an aid with even a moderate hearing loss require a certain amount of education in the use of their instruments.

#### HOW TO CHOOSE A HEARING AID

Let us assume that you have discovered that you are hard-of-hearing, or have reconciled yourself to this fact. You have gone to an otologist who has examined you carefully and has suggested that you might do well to purchase a hearing aid. What course of action is now open to you?

You could take the advice of a friend of a friend who has been wearing an XYZ-phone and buy the same model. Or, you might plan to visit several dealers determined to "try them all." You might even question all the people you meet who wear instruments, and on the basis of their answers try to determine which is the "best" instrument.

It might be well to digress at this point, to discuss the question of the "best" hearing aid. Most otologists, acousticians, social workers and others specializing in the problems of the hard-of-hearing say that there is no "best" instrument. By this they mean that no two persons have exactly the same requirements for a hearing aid (see chart, page 73). Besides the special requirements which each individual has, however, there are certain basic requirements for a hearing aid which are common to all wearers and prospective wearers. These include such factors as satisfactory battery efficiency; uniform volume control; adequate "peak power output"; minimum clothing noise and "microphonics"; adequate tone control; competent, reasonably available service; a reasonable guar-

antee of performance; and availability of replacement parts.

Aside from the three courses of action mentioned above, which are open to the prospective purchaser of a hearing aid, there is a fourth and more satisfactory method. You can go to a Hearing Aid Clinic.

An article in the October, 1942 issue of *The Volta Review* lists sixteen Hearing Aid Clinics for adults in the United States. These clinics, affiliated with hospitals, schools for the deaf and the hard-of-hearing, or local chapters of the American Society for the Hard of Hearing, are non-profit organizations offering free, unbiased service, advice and actual tests of hearing aids. There a hard-of-hearing person can try several instruments in an actual test of performance under expert guidance. At least eight of these clinics have more than ten instruments which can be tested; two clinics have twenty or more. These clinics are well scattered over the country. For a complete list of the clinics together with the services provided, write to the Volta Bureau, 1537 35th Street, N.W., Washington, D. C.

The Hearing Aid Clinics associated with the American Society for the Hard of Hearing do not recommend any specific instrument. Instead, they make a study of your individual needs, testing the hearing with an audiometer, questioning the patient as to occupation, social habits, circumstances under which he hears best, and getting other information necessary to determine the most suitable type of instrument. On the basis of this material the clinician suggests a try-out of those instruments which fall into the general category indicated. The final decision on the basis of these trials, however, rests with the hard-of-hearing person. Only he can determine which instrument seems best for him. But by trying out various instruments at a hearing aid clinic, the prospective buyer will be able to determine—relieved of the pressure of super-salesmanship—his own best buy.

If it is impossible to arrange for a consultation at a hearing aid clinic, here are several points to consider in buying an instrument "on your own."

1. Go to the various hearing aid dealers, determined to base your judgment of the instrument in question only on your reaction to it—not on the persuasiveness of the salesman. In most companies salesmen are

entirely dependent on their commissions for a livelihood—they do not get a salary. Furthermore, most companies require their agents and dealers to purchase their stock of instruments outright. They are, therefore, virtually forced into high-pressure salesmanship.

2. Have a friend with you—preferably the same one at all the dealers you visit. In listening to conversation with different hearing aids and comparing them, you should listen to the same voices. Besides, after trying out several different instruments you are apt to become confused as to their relative merits, whereas a friend, observing your responses may be able to help you recall the differences.

3. Write to the Graybar Electric Co., Room 1551, 420 Lexington Ave., New York City, for a copy of their free publication, "Words and Music," by Knibloe P. Royce. This is a list of sentences, scientifically devised to test the amplification of speech sounds covering a wide range, something that haphazard questions or general conversation for a short time may not do. Select a dozen or so of these sentences to use in testing each instrument you try. Keep a record of the words or sentences you miss, and use this comparative record to help you choose an instrument.

4. Consider the service facilities of the company whose instrument you plan to buy. The finest hearing aid may be useless if you cannot get adequate service—replacement of parts and repairs. If possible, get an instrument, the manufacturer of which has a dealer in your community. *Don't buy a hearing aid made by a foreign manufacturer or by a firm that has gone out of business.*

5. Insist upon a home trial of the instrument you feel is best for you. There are some companies that make it a policy not to give home trials; however, most reputable dealers will permit you to take an instrument home for a short time. A rental fee or deposit will be asked, but the rental fee should not exceed five per cent of the list price and should be deducted in case of purchase. A word of caution here: don't expect perfect results from your hearing aid in this home trial. Remember that you have not learned how to use it properly and you have not become accustomed to it. You will probably not be able to hear well in theatres, churches or



in large gatherings of people. You should notice a definite improvement, however, in hearing one or two persons in an average-sized room.

6. Consider carefully your special needs. If you plan to use your instrument primarily to hear the speech of one person at a time in fairly quiet surroundings, you will not need so powerful an instrument as you would if you work all day in a large, noisy office where instructions or questions are shouted from considerable distances. If you are a musician and want to improve your hearing of music you will need an instrument with a much greater frequency (pitch) range than does the average person who wants primarily to hear speech. If your hearing loss is not very great, and is not likely to become great, don't pay a premium price for a heavier, more powerful instrument, for you do not need its additional volume.

#### HOW TO GET THE MOST FROM YOUR HEARING AID

In wearing your hearing aid be sure that the receiver is firmly placed. If you use air conduction, make certain that the tip of the ear piece is free from wax. And make sure that the ear tip is carefully molded to the ear so that it will not bind or cause blisters or allow acoustic leaks through being too loose. No hard object should touch either the receiver or the microphone. For best results the microphone should be worn outside your clothing; if, however, you want to conceal it, be sure it is under as thin a layer of clothing as possible. All connections between cords, batteries, microphone, etc. must be firm and secure. Don't drop your hearing aid—it is a delicate instrument. Keep it clean and dry. Don't let the cords catch on chance projections; keep them tucked away. If you treat your hearing aid carefully, you should be able to use it for several years without replacing anything but batteries and cords. Good care of your hearing aid is important because the companies make exorbitant charges for replacements of parts and for repairs.

The best advice that can be given, if you are just beginning to use a hearing aid, is "take it easy." Wear it for only short periods of time at first; the strangeness of it will tire you otherwise. Don't strain to catch every word, avoid tenseness, and above all be patient. Remember that the average aid will be performing

well if it enables you to hear normal conversation at a distance of eight to ten feet. It may take some time before you can differentiate between the sounds that mean something and the infinite number of meaningless noises which are also magnified. If serious hearing loss existed for a long time before you began to wear an instrument, there may be words, the sound of which you have forgotten and will not recognize immediately. The study of lip reading is a worthwhile supplement to a hearing aid. It will lessen the strain of using an instrument and will help you to catch words you might otherwise miss.

#### BATTERIES AND OTHER POWER SOURCES

All portable electrical hearing aids are powered with batteries. Certain non-portable or semi-portable instruments can use ordinary house current as a source of power. With these, the user has fewer problems. If you have a portable instrument there are several tips which will help you increase the efficiency and prolong the life of the batteries.

First, turn your instrument off when you are not using it. Battery consumption goes on continuously as long as your hearing aid is turned on

—whether or not you are using it. Second, have a sufficient stock of batteries on hand so that you can alternate them, using each battery for about four hours at a time. Batteries have a definite recuperative cycle; they will give you longer, better service if you let them rest regularly. This applies to "B" batteries; "A" batteries, lasting for several hundred hours, need not be alternated. Third, keep your batteries cool. When you are not using them, keep them in a refrigerator. When you are using them, insulate them from your body heat with a small sheet of cork or some other heat insulating material. In Summer, it is a good idea to wear the batteries in rubber bags provided by some manufacturers, to keep perspiration away from the batteries.

#### HEARING AID BATTERIES AND THE WAR

The problem of war shortages and priorities on strategic materials has affected batteries as it has most consumer goods. Fortunately, however, the War Production Board has taken the steps necessary not only to overcome the shortage of hearing aid batteries but also to rectify other undesirable conditions of long standing. Until now, each hearing aid manufac-



"PAUL PARKER PHOTO," reprinted by permission of the New York League for the Hard of Hearing

**FREE, UNBIASED SERVICE** in selecting a hearing aid, including a chance to test several instruments, is available at a number of hearing aid clinics. At least 16 such non-profit organizations are scattered over the country; a complete list of them can be had from the Volta Bureau in Washington, D. C.

turer has sold special batteries for use with his instrument. These batteries were seldom manufactured by the hearing aid company itself, but were made to order by one of the large battery manufacturers. Each company's battery was slightly different in design from all the others (the difference usually being only in the terminal connections), with the result that the consumer was forced to buy batteries from the company that sold him his hearing aid. This situation enabled the hearing aid companies to sell batteries for considerably more than a fair price.

The War Production Board has issued an order standardizing and limiting the production of hearing aid batteries. By this order, which becomes effective March 15th, production of hearing aid batteries will be limited to four designs suitable for use in all existing makes of hearing aids. Shortages of batteries for particular instruments presumably will end at that time.

It will be necessary for those persons who already own hearing aids to have their instruments converted for use with the new standardized battery. At a conference held by the New York League for the Hard of Hearing a few months ago, representatives of the major hearing aid companies gave assurances that "reasonable" charges would be made for the conversion of old instruments. The New York League for the Hard of Hearing estimates that this charge should not exceed five dollars. Furthermore, the companies agreed that instruments purchased in 1943 would be converted free of charge. New instruments, of course, will be built to conform to the new standards. At the same conference, the company representatives agreed that no shortage of hearing aids was likely. No priority rating is necessary for an individual to purchase either a new hearing aid or hearing aid batteries.

#### **COST OF HEARING AIDS**

The retail price of hearing aids varies considerably. Non-electrical accumulators can be purchased for as little as \$5. Electrical carbon hearing aids range from as low as \$35 to as high as \$150. Most of the vacuum tube hearing aids range from \$100 to \$185. These prices do not include the non-portable or semi-portable models, which are considerably cheaper—one three-tube instrument costs only \$30. These non-portable instruments, while large and bulky, are excellent

in tonal quality and general reception; small size has been sacrificed for the sake of better hearing and low price. If you need a hearing aid primarily for use at a desk, by all means get a non-portable model that can be plugged into the house current. In general the low-cost portable instruments are adequate for slight hearing loss, while high degree of hearing loss or complex hearing curves may require more expensive instruments.

Some hearing aid companies offer "reconditioned" instruments to customers who come back to the dealer with an old instrument in need of repairs. The cost of these "reconditioned" instruments is usually between \$15 and \$50 plus the old instrument. There is reason to believe that these "reconditioned" instruments are often unused, but out-of-date hearing aids supplanted by more recent models. They can, however, be good buys, especially if your present instrument is quite old.

There are second-hand hearing aids available in New York City and in some other large cities, but the purchase of such instruments is not generally recommended. Because of the unreliability of many second-hand dealers you are likely to buy a "pig in a poke." Purchase of a second-hand instrument directly from its former owner may sometimes be successful. The price should be no more than \$25.

#### **FINANCIAL ASSISTANCE IN PURCHASING**

Most of the Hearing Aid Clinics will assist in the purchase of instruments where proof of inability to pay is presented. Sometimes used instruments are available free of charge to the indigent, or a loan may be made to cover the cost of a new instrument. Last January the New York League for the Hard of Hearing issued a request for used hearing aids with the result that representatives of the major companies agreed to supply the League with used instruments in good condition to be donated to the indigent.

Your State Vocational Rehabilitation Bureau (which is usually a part of the State Dep't of Education) may also be of assistance. In New York State, for example, if you are a citizen or an alien with first papers, and have been a resident of the State for one year, you are eligible for aid from the Vocational Rehabilitation

CONTINUED ON PAGE 77

## **TECHNICALLY SPEAKING . . .**

### **Coffee Adulterants**

When you hand in your coffee ration coupon, you are entitled to a pound of coffee, not a mixture of coffee and chicory. If you want to "stretch" your coffee supply with chicory or by any other means, you are entitled to a full pound of coffee to "stretch."

If the coffee you buy has a flat or off-flavor, it may be because it's stale. On the other hand, the off-flavor may be due to adulterants—chicory is the most common one. Recent tests of coffee samples at the Connecticut Agricultural Experiment Station revealed samples that were nearly 50% impure. There are simple tests to detect adulterants; here are a few which are suggested by the Experiment Station, and which you can easily make at home.

Place a large pinch of the material on white paper. It's best to examine the individual particles with a hand lens, though you can tell the difference between coffee and chicory without one. Real coffee grounds are generally light brown and granular, while chicory grounds are darker and fibrous.

Place one-half teaspoonful of coffee in a glass one-fourth full of cold water. Most of the true coffee grounds will float on top for a time, but chicory and other fibrous vegetable matter will quickly absorb water and sink to the bottom. Often you'll be able to see the brown color coming out of them. After the grains have soaked for ten minutes, drain off the water and spread them on a dish or a sheet of white paper. Then prod the grains with tweezers or a match stick. If they jump away and appear hard and resistant, they are probably coffee. If the grains are soft, somewhat like gelatin in consistency, they are not coffee; it is most likely that they are chicory.

If you find chicory or any other adulterant in the coffee you buy, report the fact, along with the brand name of the product, and the place and date of purchase, to the Food and Drug Administration, Department of Agriculture, Washington, D. C.



Bureau. If you are unemployable because of your hearing loss, they will teach you lip reading, give you special vocational training and help you to purchase a hearing aid if its need is indicated.

Your State Bureau for Aid to Handicapped Children (also associated with the Dep't of Education) will give assistance to children of school age who are hard of hearing. This assistance may also include the purchase of a hearing aid, if the need for it is indicated.

#### FAKES, FRAUDS AND RACKETS

The deaf and the hard-of-hearing are in danger of being victimized by countless fraudulent schemes and concerns offering cheap, easy and complete cures. The Federal Trade Commission has investigated and condemned dozens of companies claiming miraculous cures, but for every one condemned two more such remedies appear. Following are some of the general types of frauds and rackets most prevalent:

1. Ear oils, lotions, salves or other patent medicines. *Use no medication except upon the advice of your physician.*
2. Ozone generators, radium, alpha, theta or any other kind of ray machines, "body batteries," "electric stimulators," vibrators, etc. As with medication, no ray or electric treatments should be used except upon advice of your physician.
3. Artificial eardrums, ear membranes, ear plugs, etc. Such devices are usually harmless unless they become lodged in the ear canal, but they can do absolutely nothing to improve your hearing. In fact, they can frequently obstruct the ear canal sufficiently to decrease your hearing.
4. Institutes for the Deaf. Avoid any "institutes" promising to "restore your hearing" completely or making any other extravagant offers. Such "institutes" are usually disguised selling organizations. There are, of course, bonafide institutes for the deaf and hard of hearing, which can give you training in lip reading, fit you for hearing aids, or perform other valuable services. If you are at all in doubt about any such organization in whose services you are interested, write to the American Society for the Hard of Hearing, 1537 35th Street, N.W., Washington, D. C.

## HEALTH AND MEDICINE

### HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

**MEDICAL CONSULTANTS:** Dr. Anton J. Carlson—Chairman, Dep't of Physiology, University of Chicago; Past President, American Physiological Society; Dr. Theodor Rosebury—Assistant Professor of Bacteriology, College of Physicians & Surgeons, and School of Dental and Oral Surgery, Columbia University; Dr. Marion B. Sulzberger—Ass't Professor of Clinical Dermatology and Syphilology, New York Post-Graduate Medical School, Columbia University; Editor, Journal of Investigative Dermatology.

CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.

## SOYBEANS: A GOOD FOOD

*They provide, at low cost, protein of excellent quality, a generous supply of minerals and vitamins and essential fats; they can be prepared in different ways to add variety to meals*

When food shortages develop, it is often the essential foods that become scarce and costly while many less essential foodstuffs remain cheap and abundant. Carbohydrates like potatoes, white bread, spaghetti and macaroni are relatively inexpensive; they are easily obtained and they do satisfy the appetite. Too often, such foods are substituted for the more essential and scarcer protein, fat, mineral and vitamin-rich foods such as butter, eggs, milk, meat, vegetables and fruits. Thus in time of war people may eat a lot, even gain weight and consider themselves well-fed; but their health may deteriorate.

For many years nutritionists have known that the Chinese have a bean for it—the soybean. Until the present emergency, however, consumers generally did not think of the soybean as a vegetable for human consumption. Farmers plowed the plant under to enrich the soil, fed it to their cattle because they thrived on it, or raised it for industrial purposes. That the soybean could be eaten by man seemed to be of academic interest only.

Consider these facts.

**PROTEIN**, an essential element of our diet, is also the most costly single item in it. Yet in wartime it is relatively scarce and our requirements are high.

The soybean contains up to 40 per cent protein. Authorities agree that

the protein in soybean is of very high quality; according to many it is a complete protein containing adequate amounts of the "essential" amino-acids found in meat—those necessary for growth and well-being. The soybean has a larger proportion of protein than any other natural foodstuff and more than any processed food except dried egg-whites. The cost of the protein in soybeans is about 1/30th that of the average cost of protein in the form of other high protein foods.

**FAT** is, in wartime, another of the relatively scarce and expensive food elements. Soybeans have about 20 per cent fat. This fat is in a highly digestible form, and contains adequate amounts of "essential" fatty-acids. The cost of the soybean fat is also lower than that of many other edible fats.

**CARBOHYDRATE**, on the other hand, is an abundant and inexpensive food element. The soybean is only about 25 per cent carbohydrate, of which almost none is starch. Yet the price of soybeans is about the same as that of most high carbohydrate foods.

**VITAMINS** are very expensive items of our diet when purchased either in capsules or, generally, as high vitamin content foods. The soybean is relatively rich in the important A and B-complex vitamins, yet it is a very cheap source of vitamins. The mineral content of the soybean is high, es-



**SOYBEANS COME IN MANY FORMS;** here are a few of them. Soy flour and soybeans are two inexpensive means of getting this nutritious food into your diet. Prepared forms are often high priced. You can use soy flour in a variety of ways in your own kitchen.

pecially in the important elements, such as iron, calcium and phosphorus.

"PHOSPHOLIPIDS" have recently been shown to be important in human nutrition. Lecithin, a phospholipid, is used in the prevention and the treatment of certain types of liver disease, and it plays an important role in fat metabolism. No foodstuff exceeds the soybean in phospholipid content, and only eggs and calves' brains approach it. The soybean is the commercial source of the lecithin used in medicine.

**CALORIES** are necessary for energy. Fats, proteins, and carbohydrates all provide calories, but this is practically all that carbohydrates can do (except that a small amount of carbohydrate is needed in fat utilization). What carbohydrate is not used immediately for energy is converted to fat and stored. Other essential life processes are provided for by proteins, fats, minerals and vitamins. The soybean consists mainly of sources of calories which also provide other essential elements. Yet the current price of soybean products is not significantly higher than that of wheat flour, and with increased production, the price should be even lower.

The analysis of the soybean reads, altogether, like a nutritionist's dream—something he would design if it were in his power to create a food based on his knowledge of human nutrition. Many infants now grown up testify to this. Infants who are allergic to cow's milk, for example, can be successfully reared on an artificial milk that can be made from soya flour and water.

The Nazis recognized the unique values of soya and purchased huge

stores of Manchurian soybeans in preparation for the war. Soya products are widely used by them as a meat substitute. Yet we hardly use them at all except as canapes for cocktails. It is almost inevitable that food shortages will bring wide use of the soybean.

Failure of the soybean to achieve popularity is due partly to the fact that in its fresh state and as it is commonly cured, it has an unpleasant taste. Largely because of its high fat content, it rancidifies rapidly with further deterioration of taste, sometimes causing intestinal upsets in sensitive users. The rancidification of the soybean makes it impossible to store the bean or the flour without further treatment. These difficulties can, however, be overcome by proper processing.

After the farmer has collected and dried the beans, they can be cured by one of two general processes. Steam-curing (Berk-Zeller patent), which is the more common process, leaves the beans with an unpleasant taste and a rapidly rancidifying fat; pressure-curing (Horvath patent), which gives the bean a nutty flavor, appears to be effective in the prevention of rancidification of the beans for long periods of time.

#### SOYBEAN FLOUR

The most commonly used form of soybean is the flour made from the cured bean. This flour is digestible without further cooking. Two forms are available, the full-fat and the low-fat flours. The former is made from the whole bean, the latter from beans from which part of the fat has been removed by pressure or by chemical solvents. Both types of flour are light

brown in color; the full-fat flours have a slightly greasy texture. Because most full-fat flour rancidifies quickly, until now the low-fat flour has been used almost exclusively. The recently introduced full-fat flour made from pressure-cured beans does not rancidify quickly, however, in spite of its high fat content. Thus the pressure-cured beans appear to be the only ones from which a satisfactory full-fat flour can be obtained. In the process of removal of fat for the manufacture of the low-fat flour, the phospholipids and the fat-soluble vitamins (A, E, K) are also removed from the bean.

Soya flour cannot be used alone in baking because it contains no starch. It must be mixed with a considerable amount of wheat flour; the usual proportion is one part of soya flour to three parts of white wheat flour. Such mixtures may be used in the same way as wheat flour to make excellent breads, muffins, cookies, cakes, pie crusts, etc. The flavor is, in fact, enhanced by the addition of the soya flour. The 25 per cent of soya flour in the mixture enriches it beyond the values found even in natural whole wheat flour. The vitamin B<sub>1</sub> content of such a mixture is almost as high as that of vitamin B enriched breads. But in addition there are the added proteins, fats, iron, calcium, phosphorus, lecithin and an array of other vitamins.

#### HOW TO USE SOYBEANS

The flour makes excellent gravies and sauces because of its high protein content. Soya flour mixed with hot water and a bouillon cube makes immediately an inexpensive, nutritious and tasty soup. The flour may be added to other soups to enrich and thicken them. As has been done in Germany, the flour may be mixed with all forms of chopped meats without impairing taste or detracting from food value.

The cured beans may be eaten without cooking, but they are usually very hard and difficult to chew. Gentle toasting (they burn easily when they are very dry) brings out the nutty flavor and makes chewing easier. The cured beans can be used for soups, baked beans, chili con carne, and other recipes calling for beans. They should be soaked for at least 24 hours before cooking or baking and they may be toasted before soaking. Most soybeans resist tenderizing, although toasting before cooking is helpful.



They do not disintegrate on boiling as split peas do, but tend to retain their form and a somewhat rubbery texture. The latter can be overcome by pressure cooking for about 30 to 45 minutes.

The coarsely ground bean or grits can also be used in soups. Some soybean enthusiasts use soy grits uncooked as a dry cereal, covered with milk or cream. The grits may be boiled after soaking and served as a hot cereal smothered in butter or oleomargarine.

Fresh soybeans are not easily obtained, and tinned soybeans are no longer being packed; therefore these forms have not been discussed. Many other possibilities are yet to be explored, but there is certainly enough already known about the bean to make it worthwhile for everyone to try its several forms. Time and a sufficient amount of kitchen experimentation should make the soybean an important food staple.

#### INFORMATION ON SOYS

Information about the preparation of the soybean may be obtained from various institutions interested in nutrition as well as from those interested in the development of the soybean industry. Leaflet No. 166, "Soybeans for the Table" is available from the Sup't of Documents, Washington, D. C., for 5¢. "Ways of Using Soya Bean Flour with Wheat Flour" may be gotten from the College of Agriculture, University of Illinois, Urbana. Information may also be obtained from various processors of the soybean. Most of the processors are located in Illinois where most of the American grown soybean is produced. The Soya Corporation of America, the only processor of pressure-cured, full-fat flours, has offices at 30 Rockefeller Plaza, New York City, and will supply information.

Soybean products are not sold by most grocers. Of those now selling the soya products many do not carry full-fat flours; they are afraid of rancidification since they do not know about the pressure-cured beans. The processors of the flour, especially at present, are not much interested in small retail sales but are devoting most of their energy to selling to large bakeries, the American government, the Army and Navy, and foreign governments through lend-lease. Retail sales of the soya products are mainly through cooperatives and health food stores (including diabetic supply stores).

## MEDICAL NEWS AND VIEWS

### Eye Infection

During the past two years doctors have observed the appearance of a new type of eye inflammation, caused by a virus, and highly infectious. It has been especially prevalent in factories and shipyards. Because the virus spreads among large groups of people, the disease is called "epidemic keratoconjunctivitis."

It manifests itself by swelling and redness of the lids and lining membranes of the eyeballs. The lymph nodes in front of the ear are usually swollen, and there is often complaint of headache. Unlike other types of conjunctivitis, this disease causes no discharge. But it usually impairs vision for several months, or longer.

Because of the seriousness of the infection, it is important to consult an eye specialist (oculist or ophthalmologist) if an attack of any eye inflammation lasts more than a week, or if others are also infected. Any one found to be affected must be isolated.

Until expert medical care is obtained, the eyes should be washed with cool boric acid solution (made by dissolving 1 teaspoonful of boric acid in a glassful of boiling water).

Dr. Murray Sanders of the College of Physicians and Surgeons, New York, is investigating the condition and should be advised of any cases.

### Tuberculosis

According to Drs. Esmond R. Long and Robert E. Plunkett, well known authorities on tuberculosis, "a grave menace exists of another world-wide recrudescence of tuberculosis. Its prevention will require vigorous effort against the spread of infection and all measures possible to maintain a high level of resistance to disease."

Good diet and healthful living conditions are the best ways to prevent tuberculosis. Early diagnosis of the condition helps both to cure the patient and to prevent the spread of the disease. Tuberculosis can often be diagnosed *before* symptoms appear. The only certain way this can be done, however, is by x-ray examination of the chest. It is therefore the duty of every adult, young or old, to have an x-ray of the lungs. (Elderly people

often have tuberculosis without knowing it.) A fluoroscopic examination is not sufficient to detect early signs.

Many city or county health departments provide free x-ray examinations of the lungs. When an x-ray cannot be obtained from a private physician, inquiries should be made of health departments. If free services are not available, organizations should interview the heads of health departments and urge that such service be instituted. In factories, trade unions should arrange with management for x-ray surveys of all workers. The cost is negligible compared with the cost of treating tuberculosis.

## ADS: FACTS AND FANCIES

### Vitamins for Anemia

Medical advertising which reaches doctors as well as the public tries to create the impression that patients with iron-deficiency anemia (hypochromic or secondary anemia) should take vitamin B complex as well as iron as a cure. Among the relatively expensive combinations of vitamin B complex and iron on the market are: *Udi-Globin* (United Drug Co.); *Ironized Yeast*; *Thychon* (William S. Merrell Co.); *Hemo-Vitamin* (Buffingtons).

As has already been pointed out (see the *Reports*, April 1941) there is no evidence to support advertising claims that vitamin B will increase the effectiveness of iron in the treatment of anemia. A recent careful study ("Hypochromic Anemia in Patients with Deficiency of the Vitamin B Complex," Dr. C. V. Moore, V. Minnich, R. W. Vilter and T. D. Spies, *Journal of the American Medical Association*, January 23, 1943) again confirms this statement. Iron deficiency anemia is usually due to menstrual bleeding or loss of blood from the stomach or intestines. In addition there is often an absence or an inadequate flow of hydrochloric acid in the stomach or a diet poor in iron-containing foods.

Whatever the combination of factors responsible for the anemia, only an iron compound will cure it. Vitamin B complex preparations or brewers yeast will *not* cure the anemia or even help the iron to do so.

# FOR THE PEOPLE

## Miles Laboratories challenge the authority of the Federal Trade Commission



The Federal Trade Commission continues its drive against dangerous acetanilid and bromide drugs—and the reaction of the drug industry is as though it had just been struck between the eyes by a brick.

Shortly after instituting actions against *Bromo-Seltzer* and three similar products (see the *Reports*, January 1943), FTC issued complaints against the Miles Laboratories, Inc., of Elkhart, Indiana. Its best known product, *Alka-Seltzer* was not involved; but Miles also makes *Dr. Miles' Nervine* and *Dr. Miles' Nervine Tablets*, containing bromides, and *Dr. Miles' Anti-Pain Pills*, containing acetanilid.

The complaints were similar to those issued against producers of other bromide and acetanilid products—that Miles did not state in its ads that excessive use of *Nervine* or *Nervine Tablets* may result in mental derangement, and excessive use of *Dr. Miles' Anti-Pain Pills* may cause collapse or dependence on the product.

FTC, following its customary procedure, offered Miles the choice of signing a stipulation admitting the charges and agreeing to include warnings in its ads and on its labels, or else facing trial before the Commission. Miles has refused to sign the stipulation, claims that the Commission has exceeded its authority under the Federal Trade Commission Act, and has appealed to the U. S. District Court of the District of Columbia in an effort to restrict the Commission's powers.

The drug company challenges the authority of FTC to control labeling; it insists that labeling comes under the jurisdiction of the Food and Drug Administration. It also challenges the right of FTC to insist on warnings either in Miles' ads or on its labels concerning the consequences of using its products "in a manner contrary to the directions which plainly appear in the labeling and to which reference is made in advertising. . . ." Miles says its advertising complies "with all legal requirements imposed by the Federal Trade Commission Act."

Somehow or other, the fact that the fundamental question at issue is the protection of the public against dangerous drugs, doesn't seem to bother drug companies.

A typical reaction of the drug industry to these goings-on is expressed in a recent editorial which appeared in *Drug Trade News*:

"We admit that we are greatly heartened by the news that the Courts of the District of Columbia have been called upon

to have a look at some of the practices and procedures of the Federal Trade Commission. . . .

"We have been critical of the powers of the Commission, but we have been careful to differentiate between the Commission per se and the anti-democratic character of the basic provision of the Federal Trade Commission Act. We hold no animus against the Commission as such, but we thoroughly abhor the star chamber-like procedure authorized in the act. . . ."

Spokesmen for the industry now deplore the jurisdiction "that the Commission has usurped . . . over matters which Congress has expressly written into the Food, Drug and Cosmetic Act . . ."

To those who know the background of FDA and FTC and why the latter still controls drug advertising, those are strange statements coming from drug makers.

Back in 1938, when the authority of the Food and Drug Administration was broadened and strengthened by Congress, the lobbyists of the drug industry tried their best to cut the power of FDA over their products and exerted enough pressure to push through the Wheeler-Lea Act, which left control of food, drug and cosmetic advertising with the Federal Trade Commission.

At the time, this maneuver was considered a signal victory for the drug makers and a serious setback for consumers (see the *Reports*, March 1938). Both sides knew that during the FTC's 24 years it had proceeded against "unfair competition" without too much vigor. There was no reason to believe that its broadened powers would be exercised with any greater force.

But since then great changes in personnel and policy have taken place within FTC; among other changes, the former head of the Drug Control Division of the Food and Drug Administration has become director of the Medical Advisory Division of FTC. The drive against acetanilid and bromide remedies is one example of the energetic manner in which FTC is now attempting to bridle the advertising claims of patent medicines in its protection of the public.

The Federal Trade Commission has the power to translate an energetic program into conclusive action much faster than the Food and Drug Administration can. If a concern accused of false advertising by FTC refuses to sign a stipulation admitting its guilt, a public hearing is held by FTC after 30 days' notice. If it decides that the defendant is guilty of misrepresentation, FTC can issue an injunction ordering the firm to cease and desist from the illegal practices. The defendant has 60 days to appeal to the United States Circuit Court of Appeals. If there is no appeal within that time the Commission's order becomes final.

The FDA has been given no such quasi-judicial powers but must appeal to the Federal Courts to hear any case of alleged violation and to issue an injunction against the violator. In practice this has turned out to be a much longer drawn out procedure.

Now it's the consumer's turn to smile at the discomfiture of those who insisted on giving FTC the power over drug advertising in the first place. Consumer organizations fought hard to give the power to FDA. Consumers have, in fact, been pleasantly surprised at the series of events that has increased the effectiveness of FTC. As CU has pointed out (see the *Reports*, January 1943), Federal laws are not yet tough enough to safeguard the public from the dangers of drugs like bromides and acetanilid. But the hue and cry of the drug trade is a warning—consumers must be on the lookout to see that the laws are not weakened rather than strengthened.



# NEWS AND INFORMATION

## NOMINATIONS ARE IN ORDER

*CU members are called upon to submit nominations for coming elections to CU's Board of Directors*

The terms of the following members of CU's Board of Directors will expire in June: Eleanor C. Anderson, Jerome Davis, Leland Gordon, Paul Kern, Raymond Kirk, Dexter Masters and Gerald Wendt.

The membership of CU may make nominations for the new directors to fill these vacancies. Each nomination must include the full name and exact address of the nominee. Although the by-laws require no further information, any relevant facts as to the nominee's scientific, professional, consumer group, cooperative or labor connections—or as to the work in which he is engaged—should be included, if possible.

*No one having a financial interest in the production or distribution of any consumer goods is eligible to serve on the Board.*

Nominations should be signed with the member's full name, and his address as it appears on Consumers Union's records. They must be submitted to the Secretary of Consumers Union, 17 Union Square West, New York City, not later than April 15, 1943.

Nominations will also be made by the present Board of Directors, which, in accordance with the bylaws, acts as a nominating committee. Both Board and members' nominees will be voted on by CU members in May.

Consumers Union is not a profit-making organization; therefore, membership on the board carries with it no compensation for members' services in this capacity. Directors act on the Board because of their interest in Consumers Union and in the consumer movement.

The structure of the Board and the manner in which members are nominated and elected is described in further detail in the following sections of the bylaws:

"There shall be not less than 15 nor more than 30 directors, as the directors

may from time to time determine, holding office for three years . . .

"There shall be three groups of directors. . . . Each group shall consist of approximately one-third of the total number of elected directors. . . .

"In addition to the above, there shall be a director elected by the employees, as a 'staff representative' . . .

"The method of election of directors shall be as follows: The Board of Directors shall act as a nominating committee to place in nomination candidates for such vacancies as may exist. Candidates may also be nominated by petition. Such petition shall be signed by one or more members in good standing and must be filed with the Secretary not later than two months prior to the date of the annual meeting.

"The ballots must be sent out to the membership at least one month before the date of election. The ballot shall designate the Secretary to act as a proxy to vote at the annual meeting as directed in said ballot. The form of said ballot shall be determined by the Board of Directors. Upon said ballot, however, the names of all candidates shall be alphabetically listed, and Board nominees shall be designated as such on said ballot. The Board of Directors shall include on the ballot a statement concerning the record of each nominee. Each nominee, upon accepting nomination, shall be required to answer such questions as may be put to him at the instance of the Board of Directors, concerning his record, financial interests and other connections. The Board of Directors may, in its discretion, by a two-thirds vote, reject any nominee whose past actions or record are such that the Board deems the candidacy of such nominee to be inimical to the best interests of this organization.

"All notices in respect to said nominations and election and the ballot for said election may be included in the regular publications of the organization.

"Only such ballots as are returned at least one week prior to the annual meeting shall be considered.

"All candidates shall be notified of the time and place of the opening and counting of ballots and shall have the right to be present in person or by a representative at such time and place."

## CUMULATIVE INDEX

Each issue of the Reports contains this cumulative index of principal subjects covered since publication of the 1943 Buying Guide issue. By supplementing the Buying Guide index with this one, members can quickly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1943 issue. Jan. 1-28; Feb. 29-56; Mar. 57-84.

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## CONSUMERS UNION

17 Union Square W., N. Y. C.

### I ENCLOSE \$4 FOR WHICH PLEASE

☐ Enter me as a member and send me the Reports and Buying Guide and Bread & Butter for one year.

☐ Renew my membership for one year and send me Bread & Butter to run concurrently with the Reports.

### I ENCLOSE \$3.50 FOR WHICH PLEASE

☐ Enter me as a member of Consumers Union and send me the Reports and Buying Guide for one year.

☐ Renew my membership for one year.

### I AGREE TO KEEP CONFIDENTIAL ALL MATERIAL SO DESIGNATED

NAME .....

ADDRESS .....

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## Ration Points Expire March 31

In the February issue of the *Reports*, on the basis of statements made by regional representatives of OPA, we indicated that points left over from one rationing period for processed foods could be used during the following period. Under the latest ruling, however, this cannot be done. "A", "B" and "C" blue stamps, good during the current period, will *not* be accepted after March 31.

Be sure to use your high value stamps first, saving those with low values for the end of the month, since making change with stamps is not permitted. Still better, try to plan for your needs ahead of time, so that you won't have to rush out at the last moment to use up your remaining points.

# LABOR

## MEN'S SHIRTS

The majority of workers in the men's shirt industry are organized, the two most active unions being the Amalgamated Clothing Workers of America (CIO) and the United Garment Workers of America (AFL). Last year ACWA contracts covered 70% of the workers in the entire industry.

In plants organized by ACWA the average hourly earnings are 60¢; the standard work week is 40 hours with time and one-half for overtime. The union agreements with F. Jacobson, Manhattan Shirt Company and Truval Manufacturers call for one week's vacation with pay. According to the latest agreement with Cluett Peabody, workers there will be paid for two weeks of vacation and for holidays.

Amalgamated reports that there has been a general exodus of shirt workers to other industries which pay higher wages, although wages in the shirt industry were increased by 10% in April 1942.

*The following brands, included in CU's tests, were manufactured under contract with ACWA:*

TruVal, Manhattan, Jayson, Jayson Super Whitehall, Leeds, Leeds De Luxe (distributed by Schulte Cigar Stores), Cooperative Distributors.

*Of the following brands, some shirts were made under contract with ACWA:*

Arrow, Arrow Hitt (Cluett Peabody & Company). All the shirts made in Cluett Peabody's own plants are union-made, but about 15% of this firm's production is made by non-union manufacturers.

Fruit of the Loom (Fruit of the Loom, Inc.). The shirt manufacturer who uses this trade mark is non-union, but a large part of the *Fruit of the Loom* shirts are made by a contracting concern which has an agreement with ACWA. The union does not know what percentage of this brand is made under union conditions.

*The following brands, included in the tests, are made under contract with the United Garment Workers of America (AFL):*

Van Heusen; Horton's Collarite.

*The following shirt was not union-made:*

Wings (Piedmont Shirt Company). The company reports a 40 hour week and an average of 51 to 52 weeks' work per year. The minimum wage is \$16 for a 40 hour week; the average weekly earnings are about \$23.15. The Amalgamated Clothing Workers now has a case on file with the NLRB against the Piedmont Shirt Company.

Schulte and Cooperative Distributors are the only distributors who stated to CU that they buy only union-made products. No information was available on the labor conditions under which the following distributors' brands were made:

AMC (Associated Merchandising Corp.); CMO (Chicago Mail-Order Co.); Gimbel's Parkleigh; Hale Brothers Townsman; Macy's Kempton; Macy's Lansdowne; Marshall Field; Ward's Whitman, Barclay, Ward's Royal Crest; Penney's Towncraft; Sear's Tilford, Pilgrim's Tru-Point, Conqueror Sportsman.

## If You Can't Find "Best Buys"

Members have complained from time to time that they have not been able to find CU's "Best Buys" in their local stores. Unfortunately, there is no way of avoiding this problem.

Before CU starts a test, its shoppers in various cities throughout the country make market surveys to find out which are the most important brands. On the basis of the surveys, CU selects for test the leading national brands, outstanding regional brands, and some local brands in eastern, midwestern and western stores.

The CU staff is always pleased when a national brand comes out on top in the tests, because this means that members all over the country will be able to get it. Frequently, however, regional or local brands are "Best Buys." Naturally, these will not be available in most parts of the country.

But remember that every report covers the leading national brands. If you can't find one of the private brands that get top rating, your best bet is to get one of the high ranking national brands.



# Two weapons for the home front . . .



Here's a way to make your *Reports* work for you at top efficiency.

As each issue comes, put it in this handsome, black leatherette binder. Then it will be in its proper place, along with all the other issues you've received this year.

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The particular gremlin we have in mind is a little fellow called "DO IT TOMORROW." And the unfortunate thing is that tomorrow never comes.

You've probably thought, often enough, that it would be a good idea to tell your friends about the benefits that membership in CU gives. You've meant to tell them, and to urge them to join CU. But your little gremlin made you put it off till tomorrow.

And that's a bad thing to do. There's a whole tribe of gremlins called the "SHOPPING" gremlins. They don't bother CU members. But they keep whispering into the ears of your friends:

*"Buy the best known brand; it's sure to be good . . ."*

*"You get what you pay for; get the most expensive . . ."*

*"Throw out things that aren't in tip-top shape; it takes an expert to make repairs . . ."*

*"What's all this fuss about good nutrition? Good diet just means plenty to eat."*

You, as a member of CU, are already receiving the laboratory test results that protect you from such whispers. And so these particular gremlins leave you severely alone. If you want to do a really thorough job on the home front, promise yourself that NOW — NOT TOMORROW — you'll let your friends in on how to get rid of their shopping gremlins.

You'll be surprised at how easy it is to get them to join CU. Try lending them a copy or two of the *Reports*; tell them about the kind of job CU is doing, and how it can help them save the pennies, dimes and dollars in their daily shopping which add up to a sizeable chunk of money in the course of a year. (Figure out how much money they could save on soap alone.)

Then, get them to fill in the membership application at the left.

Don't forget—DO IT NOW. And tell that saboteur of a gremlin to go back where he came from.

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